

Patent and Trade Mark Attorneys

Editorial submission request and guidelines

We will soon be starting research for the 2015 edition of *The Legal 500 UK*, and invite you to provide us with editorial submissions. Please note that these submission guidelines have been substantially revised and updated, with the objective of providing more clarity about the information for which we are looking – and therefore place importance on – and more transparency about how we conduct our analysis.

To give your firm the best possible chance of being ranked, please follow these guidelines carefully when preparing and sending your submissions.

Editorial submissions and referee spreadsheets for the Patent and Trade Mark Attorneys sections must be with us no later than **midnight on Friday 6 March 2015**. Please note that, save in exceptional circumstances, any submissions received after this deadline will not be considered.

You can find useful information on how we conduct our research and rank firms, and FAQs at www.legal500.com/assets/pages/about-us/get-involved.html.

If you have any further questions, please email the address below, and either I or one of my team will be pleased to help.

Yours sincerely



John Read
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TIMETABLE

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Editorial submissions should reach us no later than midnight on Friday 6 March 2015

Interviews will take place between 6 April and 15 May 2015

Researcher contact details will be posted on Monday 30 March 2015 at www.legal500.com/assets/pages/about-us/get-involved.html

Patent and Trade Mark Attorneys

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Detailed submission guidelines

The Legal 500 UK recommends the practices of selected firms of patent and trade mark attorneys, based in London and/or the regions. The editorial is included in the **London – TMT** section, and the coverage is structured as two sub-practice areas covering **Patent attorneys** and **Trade mark attorneys** nationally; this means that London-only firms are ranked alongside London firms with other offices outside London, and regional-only firms.

Firms should provide a separate submission for the two sub-practice areas for which they wish to be considered for a ranking.

We do not publish or provide a form or template for submissions. This is because we want firms to present their practices in their own words and format, rather than approaching submissions as a literal and figurative form-filling exercise. Firms are warned against overloading submissions with details unlikely to assist researchers; the best submissions (quality of the work examples aside) are those that provide a clear and succinct snapshot of the practice in question.

There is a certain minimum level of information that a submission will ideally contain, as detailed below.

It may be helpful to approach the drafting of the submission in the same way as a client pitch; rather than a dry recitation of facts, we want to get a sense of the enthusiasm and passion that the team has for its practice area and clients.

Feedback on the 2014 edition

You are encouraged to provide constructive feedback on the practice's ranking in (or omission from) the 2014 edition. If you disagree with our decision last year, and have suggestions as to where the practice should be ranked, please make your reasons as specific and detailed as possible. Please bear in mind that, within tiers, firms are listed alphabetically.

You are welcome to include any observations about the market and rankings generally, but please note that peer feedback is not part of the ranking analysis for firms. Constructive comments

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about the market – particularly factual statements (for example about partner moves) – can be a useful starting point for researchers to look into things themselves and either corroborate the information or disregard it.

Detailed work examples

Provide up to ten detailed work examples; all should fall in the calendar year 2014.

The work examples are the central element of the submission: they are a critical part of our qualitative analysis for whether or not to rank a firm in a given practice area. We have increased the limit on work examples to give us a greater evidential basis for our analysis; and to allow firms to illustrate the breadth of their practice with a greater diversity of examples – and from more team members.

The work examples should be matters (whether transactions, cases or other instructions) that, collectively, represent the practice as a whole and illustrate its expertise. When drafting the text for each example, bear in mind who will be reading it and for what purpose: researchers often have several dozen submissions for a given practice area, and they are looking for differentiating factors between firms.

Remember that our researchers, although familiar with the practice area in question and the market generally, are generally not lawyers. As such, write in layman's terms, and do not assume that the work 'speaks for itself'.

For each work example, you should include the following information, where relevant:

- What, if anything, about the example is confidential and cannot be published (see below for further details);
- In clear and straightforward terms, why the example has been included;
- Why the example is representative of the practice;
- How the practice was uniquely able (or one of a select handful able) to handle the matter;
- How the practice added value for the client(s);

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- The identity of the client(s);
- The size or value of the matter;
- The firm(s) acting on the other side of the matter;
- The team member(s) that led on the matter, and other lawyers that played a significant role;
- Support from other practices within the firm; and
- Links to any relevant and useful press releases or articles.

We recognise that some legal work, notably contentious and transactional matters, is lengthy and can span more than one year. Work examples of this nature used in last year's submission may be included again this year, provided that there are notable developments (which should be explained).

Please ensure that any information that cannot be published is clearly marked as confidential. Where only some of the facts in an example are confidential, please specify clearly which parts are and are not confidential. See below for further details.

Whether or not a matter is confidential (in whole or in part) does not affect our ranking analysis; it affects only what we can write about in the editorial. As such, wherever possible, you should include at least one publishable matter, so that any editorial about the practice is representative and colourful. By comparison, where we cannot publish details of any work examples, any editorial will be somewhat prosaic.

Practice information

Always bear in mind that *The Legal 500 UK* has a team-based focus, rather than on individual lawyers. Firms that can demonstrate this strength-in-depth in their submissions stand a better chance of being ranked.

Set out the basic information about the team, including:

- Head(s) of team (and of any sub-teams, such as contentious/non-contentious);
- Size and makeup of team (number of lawyers, attorneys and so on);

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- Location of each team member (and, where an individual is not based in one location, details of their division of time between different offices); and
- Where a lawyer does not specialise in one area of law exclusively, an explanation of their role and why they are being put forward as part of the team.

Think carefully about the message that you want to convey to us, and explain clearly what the practice does (and does not do). This may include, but is not limited to, information on:

- Specialisms and particular expertise of team members in the practice area;
- Client base (both type and geographic);
- Lists of representative active clients/new clients;
- Any sector focus;
- Types of work on which the practice focuses (such as high-end litigation);
- Key differentiators between the practice and those of its competitors; and
- Where relevant, support available to/from other practices in the firm on cross-disciplinary/jurisdictional matters.

Provide details of any significant developments for the period 1 January 2014 to date. These can be anything that you feel would be relevant to our analysis for the rankings, and should include the arrival or departure of any senior team members (and where they have joined from/departed to), and new client wins or panel appointments.

It is also helpful to include any other information that will help to contextualise the practice, such as the total number of filings and prosecutions handled.

Contact information

Provide contact details for the person whom we should contact in the first instance about the submission. Please include his or her name, position, email address and telephone number. Where

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this person is not the practice head, please also provide contact information for the latter.

Barristers

We welcome any feedback that you are able to provide on barristers (either at the London or regional Bar) that you have either used or been on the other side of. Please email any feedback separately, to editorial@legal500.com, with the subject lines:

- UK/Bar feedback/London Bar/[Practice area]; or
- UK/Bar feedback/Regional Bar/[Practice area].

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Sending editorial submissions

When sending your submissions:

- Submissions, by section, should be emailed separately, to **editorial@legal500.com**
- Please complete the subject line in one of the two following ways:
 - UK/PATMA/Patent attorneys/[firm name]
 - UK/PATMA/Trade mark attorneys/[firm name]
- Do not send any hard copy submissions.
- Please paginate submissions.

Foreign firms

As well as being invited to submit for specific practice areas in the editorial, foreign law firms (excluding US firms) are invited to submit for a ranking in the Foreign firms section of the UK guide, which aims to give an overview of those firms' capabilities and resources in London.

Confidentiality

We will assume that all information provided to us is not confidential, and may be referred to in the editorial, unless indicated otherwise. As noted above, please indicate clearly where any information (whether client names, deal or case values, or any other detail) is confidential and not publishable by marking it as **CONFIDENTIAL** (in capitals, bold and red text).

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Referee feedback is an important element of our analysis. Please provide details of referees whom we can contact for feedback. We place no limit on the amount of referees that you may provide, and all will be contacted. When deciding on the number of referees for a given sub-practice area, please bear in mind that – on average – the referee response rate across all guides is between 25-30%. The more referees you provide, the greater your chance of us receiving substantive feedback on the practice in question.

A referee will often be a client, but may be any third party, such as an introducer or referrer of work, or counsel. Please specify the type of each referee, so that we can tailor our reference requests appropriately.

The referees put forward for a practice area should be representative of that practice's client base and work. Both longstanding and new clients should be included. Firms are welcome to put forward more than one individual at a client or organisation as referees. The most senior person at a client is not always the best referee; it is the quality of the feedback that is most important, so putting down individuals who have had day-to-day involvement with the practice is more likely to result in a detailed response.

Referee details must be provided in our prescribed spreadsheet format. The spreadsheet for PATMA can be downloaded from www.legal500.com/assets/pages/about-us/get-involved.html. This spreadsheet includes a drop-down box that enables firms to specify to which area each referee relates.

For detailed notes on how to complete referee spreadsheets, please see our 'Referees explained' document, available at www.legal500.com/assets/pages/about-us/get-involved.html, where you can also find an example PDF.

Referees will be contacted by email shortly after the start of the research period, and asked for feedback on the firm and sub-practice area in question. At the appropriate time in 2015 we will send all participating firms an email notifying them of

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the date that we will start contacting referees, so that firms can let the referees know to expect our feedback request.

Referees will also receive an email on publication of *The Legal 500 UK* in 2015, stating that the rankings and editorial are available to view, free of charge. Referees will **not** be put on any marketing or sales lists.

The Legal 500 series contacted over 250,000 individual referees in 2014. To ensure referees are not repeatedly contacted, it takes time to process and de-duplicate the spreadsheets. **Please note the following rules and deadlines for referees:**

- **The referee deadline is midnight on Friday 6 March 2015.**
- **Any referees received between midnight on Friday 6 March 2015 and midnight on 20 March 2015 will be contacted only if that individual has not already been submitted in a spreadsheet by any firm before midnight on Friday 6 March 2015. This is to help ensure that referees do not receive multiple emails from us.**
- **Any referees submitted after midnight on Friday 20 March 2015 will not be contacted.**

Sending referee spreadsheets

When sending referee spreadsheets:

- Referee spreadsheets should be emailed, separately from the submission to which they relate, to editorial@legal500.com, with the following subject line:
UK/PATMA/[firm name]
- Please do not send any hard copy spreadsheets.