

### Patent and Trade Mark Attorneys

Our referee process is the same across the Legal 500 series. Firms supply details of referees in spreadsheets, separate from their editorial submissions. We then process and deduplicate the data, and make initial contact with referees by email. We endeavour to contact all referees provided on time and in the correct format.

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.

Providing referees is not compulsory, and a firm will not be excluded from a ranking on the basis that referees have not been provided. However feedback – from clients and referrers/introducers of work – is an essential element of the information considered by the editorial researchers in assessing rankings and writing accompanying editorial.

#### Referee spreadsheets

All referees should be provided in spreadsheets in the prescribed form. At [www.legal500.com/assets/pages/about-us/get-involved.html](http://www.legal500.com/assets/pages/about-us/get-involved.html), you will find dedicated editorial submission guidelines and dedicated client referee spreadsheets for all areas of the UK research (including Patent and Trade Mark Attorneys). Right click to select the relevant spreadsheet.

#### Completing the spreadsheet

Some of the information requested in the spreadsheet is compulsory, while other information is optional.

**REFEREE TITLE (MR, MRS):** compulsory

**REFEREE FIRST NAME:** compulsory

**REFEREE SURNAME:** compulsory

**REFEREE JOB TITLE:** optional, although it allows us to tailor our distribution

**REFEREE COMPANY NAME:** compulsory

**REFEREE COMPANY – INDUSTRY/SECTOR:** optional, although when The Legal 500 UK is launched, where possible we would like to inform clients of the editorial and rankings, tailored to their industry

**REFEREE ADDRESS – LINE 1:** optional

**REFEREE ADDRESS – LINE 2:** optional

**REFEREE ADDRESS – POSTCODE:** optional

**REFEREE ADDRESS – COUNTRY:** optional

**REFEREE EMAIL ADDRESS:** compulsory. We will only contact client referees where an initial email address for us to contact is provided

**REFEREE TELEPHONE NUMBER:** optional

**LEGAL 500 SUB-PRACTICE AREA:** compulsory. We ask clients about the practice, rather than the firm generally. The practice areas are embedded into the spreadsheet (and are also listed in the relevant

editorial submission guidelines). Please enter them in the spreadsheet exactly as we have written them, by selecting from the drop-down box

**PATMA FIRM NAME:** compulsory. Please put the name of the firm the referees in your spreadsheet are being submitted for (i.e. only the name of your firm)

### Points to note

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Please do not provide referees in any format other than the template spreadsheet. If you do, we may not be able to process the spreadsheet, and your referees may not be contacted.

Please do not delete ANY of the columns. If you do, we may not be able to process the spreadsheet, and your referees may not be taken up.

Please do not insert ANY information (for example headings or explanatory notes) that is not asked for.

Please do not fill out the spreadsheet in capital letters.

### What happens next?

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The data contained in spreadsheets is extracted and used to generate an automatic email from the relevant researcher to the referee.

The Legal 500 series contacted over 250,000 individual referees in 2015. We will be sending out referee emails shortly after the editorial submission deadlines.

### Frequently asked questions

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**Q. We would like to include a referee in relation to both patent and trade mark work. How do we fill in the spreadsheet?**

A. Add the client twice. Our extraction process allows us to deduplicate, by firm. The client will receive one email, asking them about both practice areas.

**Q. What questions do you ask referees?**

A. We ask five standard question to all referees:

- 1) How long have you used the firm in this area, and on what type/value of work do you instruct it?
- 2) How would you assess the overall level of service? (Factors may include response times, business acumen/industry knowledge, appropriateness of advice, strength-in-depth of team, and value for money).
- 3) Which individuals would you single out as being particularly good? What do you see as their strengths and qualities?
- 4) How does the firm compare to any others of which you have experience in this area? Would you recommend any other firms/individuals?
- 5) Do you have any other comments?

**Q. Can you copy the firm in on emails?**

A. No. The referee process is confidential.

**Q. Can you contact us before you contact the referees?**

A. No. Please only include referees in the spreadsheet whom we are authorised to contact.

**Q. I've made a mistake, can I submit an amended spreadsheet?**

A. If you submit an amended spreadsheet, referees included on both may be contacted twice, depending on the timing. Rather than resubmitting, you should contact Helen Ray in the first instance, email [helen.ray@legal500.com](mailto:helen.ray@legal500.com), tel 020 7396 5669

**Q. Can I send more than one spreadsheet, as some of our practices have not yet signed off on their clients?**

A. Yes. But please ensure that the subsequent lists do not repeat referee details already supplied, and be aware that we will not deduplicate against spreadsheets already processed.

**Q. How should I name the spreadsheet?**

A. Spreadsheets relating to London should be named:

UK/PATMA/[Firm name].xls

**Q. What are the deadlines for referee spreadsheets?**

A. The deadlines for referee spreadsheets can be found in the editorial submission guidelines, and on The Legal 500 website.

**Q. How do I contact the Legal 500 if I have questions?**

A. Please email [editorial@legal500.com](mailto:editorial@legal500.com), or contact Helen Ray, [helen.ray@legal500.com](mailto:helen.ray@legal500.com), tel 020 7396 5669.