



# STRATAGEM

STRATAGEM INTELLECTUAL PROPERTY MANAGEMENT LIMITED

## Welcome to the Winter Newsletter from Stratagem IPM Limited

Issue 9, January 2009

### A WORD FROM OUR CHAIRMAN, DAVID ROBERTS

It's been almost one year since I took over the chairmanship of Stratagem from Laurence Jenkins and a lot of ground has been covered in the meantime enabling me to get to know how the firm operates to provide a service to our clients. Before I joined Stratagem, I was aware of course of its excellent reputation but had had no direct experience of the firm. Over the last year it has become readily apparent to me that its excellent reputation is fully justified and I have been very encouraged by the level of professionalism and competence that cuts right across the entire firm. In particular, I have been impressed by the relentless emphasis on providing our clients with IP advice which is commercially orientated to the business environment in which they operate and which is in language that they are able to understand and relate to. This is an approach which I personally pursued in a large corporate context yet which in my experience is extremely rare if not unique in a private practice setting.

As I approach the end of my first year as chairman I am delighted to be associated with a firm of this calibre and look forward to what undoubtedly will be a challenging and rewarding year ahead.

**David Roberts**

**Chairman**

T: 01223 550740

F: 01223 550748

[www.stratagemipm.co.uk](http://www.stratagemipm.co.uk)

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**Nicola Baker-Munton**

**Chief Executive  
Officer**

T: 01223 550740

F: 01223 550748

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2008 was another busy year for all of us at Stratagem. Over the year we have successfully recruited both professional and administrative staff to cope with the expanding workload.

Earlier in the year, Victoria Hufton joined us from Nissan. Victoria is a qualified UK and European Patent Attorney with particular experience in non-biotech fields such as printing sciences; audio equipment; oil and gas products; computer systems; equipment for the cement industry; high throughput screening and genomics automation; and automotive safety systems. Victoria's recruitment has enabled Stratagem to take on a more varied basis of companies in these fields which has been exciting and challenging at the same time. Another area of interest to Victoria is the protection of the shape of products through registered designs. This is often an under-appreciated form of IP protection and we are seeking to grow the knowledge of our clients in this valuable and cost effective form of protection.

More recently, we were joined by Terry Swarbrick, who is an experienced, UK and European Patent Attorney with a specialisation in pharmaceutical IP. Terry's career has been spent working in major pharmaceutical companies, initially as a postdoctoral research chemist and subsequently as a patent attorney. His background, which includes five years as an in-house patent attorney for Pfizer, has been very useful in adding another dimension to the team at Stratagem. Terry has dealt with a wide variety of chemistry related subject matter, from new

chemical entities and manufacturing processes to coated stents, toothpastes and mouthwash formulations. He has wide experience of drafting and worldwide prosecution of patent applications, having been responsible for the patent portfolios of blockbuster pharmaceutical products. In addition, Terry's experience also encompasses freedom to operate opinions, due diligence and oppositions and appeals at the EPO.

I am also pleased to advise that Stephen Evans recently qualified as a UK and European Patent Attorney. Stephen has been with Stratagem as an IP Manager and Trainee Attorney since 2004 and it is therefore very satisfying both to him and to Stratagem that he has been successful in all his examinations and is now fully qualified. Well done Stephen!

Over the summer, Stratagem expanded the physical size of its offices in Cambridge in order to accommodate the increase in staffing levels and with a view to further expansion in the future. The new office area has proved a great success and has enabled the operations side of the business to be grouped together aiding efficiency. We have successfully recruited more operations staff to assist in supporting the work of our business and we have, and are continuing to, upgrade our software systems to improve the service we are able to provide to our clients, including our IP database, electronic storage systems, accounts package, etc.

Additionally, the Stratagem website was upgraded and relaunched. I do encourage all of you to take a look round our new site.

Wishing you all a prosperous and successful 2009!

**Nicola Baker-Munton, CEO**

#### **CLEANTECH - A NEW DIRECTION FOR STRATAGEM**

StratagemIPM was founded 10 years ago to provide a unique service to small and medium sized enterprises in the pharmaceutical and biotech fields. Over the last 10 years, Stratagem's expertise has been applied to companies of various sizes, but the subject matter focus has expanded over that time.

Recently, we have noted the emergence of an increasing number of companies in the Cleantech space which may be defined as products or services that improve operational performance, productivity, or efficiency while reducing costs, inputs, energy consumption, waste, or pollution. These companies are typically small to medium sized and may be some way from having a product on the market. Until a company has tangible assets, such as a product on the market, the company's sole assets are intangible, with the Intellectual Property portfolio often forming the largest asset.

By attending a number of events targeting Cleantech companies, it has become apparent that there are considerable synergies between the services currently provided to existing clients and the requirements of a number of emerging Cleantech companies. As a result, and with the assistance of additional attorney resource, Stratagem is taking positive steps to diversify to serve clients in the Cleantech space.

**Victoria Hufton CPA EPA**

**Victoria Hufton**

**CPA EPA**

T: 01223 550740

F: 01223 550748

[www.stratagemipm.co.uk](http://www.stratagemipm.co.uk)

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**Abigail Twitchen**

**Head of Trade Marks  
& Rights Recordal  
Specialist**

#### **BEWARE OF ROGUE TRADERS!**

Please be aware of two known routes through which rogue businesses try to extract money from unwary rights holders:-

**Unofficial**

**Trade**

**Mark**

**Registers**

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F: 01223 550748  
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On publication of your trade mark application, your contact details become public and this provides a means for rogue traders to send out official looking requests for payment of money to secure registration of your mark in unofficial Trade Mark Registers. The fees are not excessive (normally less than \$500) and the payment requests look like invoices and may easily slip through to Accounts Departments who know that you are protecting your trade mark and think this is part of the process. Requests for payment of fees should not go to you directly, but should come through Stratagem from the official sources. Anything that is received direct is likely to be a scam.

**Domain Name Registration**

Seemingly well intentioned domain name registration companies call or email you advising that they have received a request to register a domain name similar to your brand. They are kindly ringing you to offer you the chance to register the names instead. In this case the costs are minimal (often less than \$100) so it may seem to be an easy resolution to buy the domain name rather than run the risk of it falling into the hands of another. Invariably, however, no other company exists, but you end up spending money on a domain name of no value to you.

Please always contact Stratagem if you receive such approaches, or any other contact that appears unusual, and we will be happy to set your mind at rest as to whether they are genuine or not.

**Abigail Twitchen RTMA ETMA, Head of Trade Marks**

**Why not call one of the Stratagem team to discuss?  
01223 550740**

**Nicola Baker-Munton CPA EPA**  
Chief Executive Officer

**Abigail Twitchen RTMA ETMA**  
Head of Trade Marks & Rights Recordal Specialist

**Dr Sarah Boxall CPA EPA**  
Managing Attorney

**Dr Jonny Wood CPA EPA**  
Managing Attorney

**Victoria Hufton CPA EPA**  
Patent Attorney

**Dr Terry Swarbrick CPA EPA**  
Patent Attorney

**Stephen Evans CPA EPA**  
Patent Attorney

**Dr Simon Yates**  
Trainee Trade Mark Attorney

**For further information and advice contact us at**

**Stratagem IPM Ltd  
Fosters Wing  
Anstey Hall  
Maris Lane  
Trumpington  
Cambridge CB2 2LG**

**T: 01223 550740**  
**F: 01223 550748**

**[sales@stratagemipm.co.uk](mailto:sales@stratagemipm.co.uk)**  
**[www.stratagemipm.co.uk](http://www.stratagemipm.co.uk)**

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