

MewburnEllis

— LLP —

PATENTS • TRADEMARKS • DESIGNS • COPYRIGHT

Redesigning your (small) client

November 2014

FICPI Open Forum

Barcelona, Spain

Robert Watson

Disclaimer

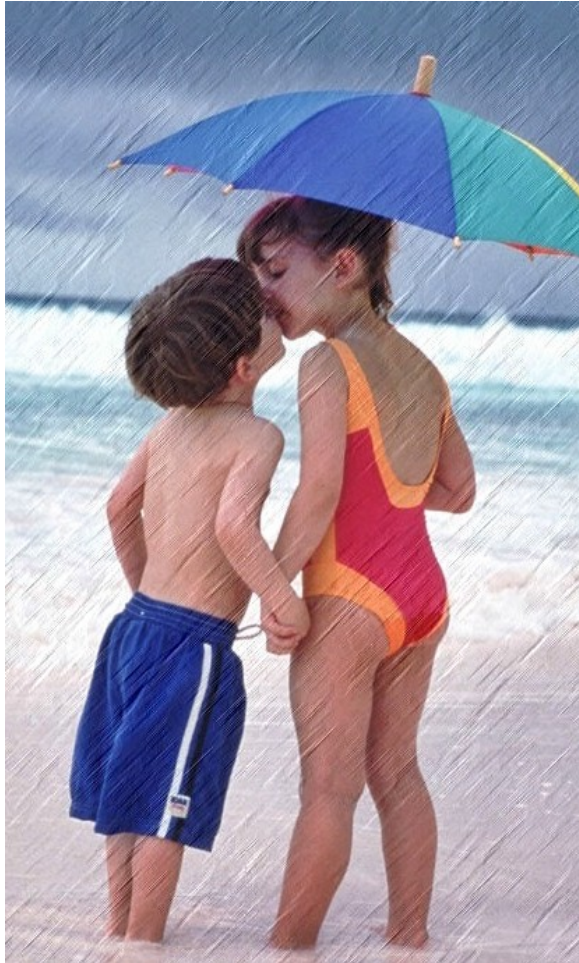


- This presentation represents my *personal* view of (small) client relationships.
- It is not intended as a reflection of any relationships in which I am currently engaged, or have previously been engaged in, nor is a promise of how I may conduct a future relationship.
- I don't guarantee following my suggestions will result in a successful relationship.

Overview

- When to start?
- How to plan a relationship?
- What can your client do for you?
- What can you do you for your client?

When to start?



- It is never too early ...
- ... your relationship begins on 'first contact'
- It is easy to 'over-promise' whilst courting a new client ...
- ... don't!
- Make it clear what services you are offering ...
- ... and those you don't

When to start?

- Don't be shy talking about money
- Make it clear when the billing clock begins
- Always consider asking for money up front
- Letters of engagement



How to plan a relationship?

- It might feel strange, but as in all parts of life, preparation and planning are key



What can your client do for you?

- E-mails
 - Use references
 - How quickly to expect a response
 - Acknowledgments?
- You can categorize e-mails sent
 - For information
 - Action needed
 - Urgent response needed
- Will multiple people e-mailing cause problems?



What can your client do for you?

- Instructions
 - Clear path – scientist and/or business person
 - Providing sufficient information first time round
 - Keeping matters separate where possible
- In return, when reporting
 - Try to gather all relevant information in the report
 - Think about how they might keep files
 - Provide clear options



Educating your client

- Don't be afraid to explain the IP system
- Can do this as matters come up
- Offer seminars & training
 - Not just to the business people
 - Trained scientists & engineers can make your life easier
 - And help keep the work when the business people change



What do you want?

- Aim for whatever you are comfortable with
 - Professional
 - Friendly
 - Loyal





QUESTIONS?

Robert Watson
robert.watson@mewburn.com

Mewburn Ellis LLP
33 Gutter Lane,
London
EC2V 8AS, UK
Tel: +44 20 7776 5350
Fax: +44 20 7776 5399