

## Food and beverage

**Our dedicated sector group has extensive experience in the food and beverage industry.**

**We understand the challenges faced by companies in this highly competitive market.**



### **Why should I consider IP protection for my business?**

In view of all of the recent changes within the food industry, relating to both government implemented changes and consumer demands, innovation is more prevalent than ever.

Many companies are looking to protect their innovation in this competitive industry.

For companies planning to manufacture and sell their products, a patent provides an exclusive right, for a limited period, which can be used to prevent others from making, using or selling a patented product or using a patented process without the permission of the owner of the patent.

For companies who do not intend on manufacturing and selling their product, patents can be used to produce revenue through licensing.



### **Patent strategy**

Mathys & Squire has extensive experience working with clients to maximise the effectiveness of their IP protection. This includes discussing IP protection in relation to the finished food product, a specific combination of ingredients (for example, prior to forming the finished food product), or the manufacturing process itself.

Our team also has experience with design law and can assist in seeking protection for the aesthetics of products, whether this is the food product itself, its packaging, or the get-up.

We are also able to advise on the scope of IP protection best suited to our clients' current needs and future requirements, whether this would include protection in the UK, Europe, US, China, Japan or other countries.



### **Why Mathys & Squire?**

Mathys & Squire is ranked Tier 1 in the latest edition of The Legal 500. Our company is one of Europe's most established and renowned specialist IP firms. Founded in 1910, we have over 100 years of experience in the protection and commercialisation of IP rights. We build long standing and close relationships with our clients which help us to anticipate their needs and values through commercial understanding, collaboration and creativity.



### **Our experience and insights**

Our team has a vast range of expertise which means whatever your product, we can advise on every aspect of the process through to market. We have particular expertise in flavourings, coating compositions, baked products, cooking compositions, seasoning blends, chewing gum compositions, micro-encapsulation of food ingredients, preparation of agricultural products, natural oils isolation, omega-3 fatty acids, protein filtration, sugar extraction and fermentation, CO2 dispensing, modified enzymes, as well as food packaging and processing.

We are aware that practices and trends within the food industry are constantly changing, and so keep up to date with the latest research and developments to ensure that we are able to give the best advice to our clients.

We have experience working with startup companies, SMEs, multinational companies and universities, and therefore understand the protection best suited to these organisations.



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