



HOWARD KENNEDY

# Your straightforward guide to working at Howard Kennedy

Senior Associate, Corporate - Intellectual Property (IP) & Commercial



# Welcome message

**There's something special about Howard Kennedy.**

We can sum it up in a single word: Straightforward.

The market evolves constantly, as do our clients' needs. We must always be ready to meet these changing demands. Our clients are after a lot more than sound advice. They want experts who bring clarity to daunting challenges in areas. It's people who matter most to them – they look for someone they can work closely with, who understands their business and who is there for the long haul.

That's why it's important that people that come and work for us, and the same vision and values.

As a law firm we aim to provide straightforward legal advice to our clients in a world of uncertainty, and to be a place where people thrive and our values prevail.



**Craig Emden**

Managing Partner

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# About us

We are a London based, full-service law firm, specialising in providing straightforward advice to entrepreneurial businesses and individuals on domestic and international matters. With over 150 lawyers in one location, we ensure our clients have the right team to help them get from where they are to where they want to be.

We advise major corporates and institutions as well as entrepreneurial, ambitious enterprises which are often privately or family owned, or private equity backed. As well as our significant business law capability, we are one of only a few London-based law firms with a large private wealth offering. Our clients find our straightforward approach a compelling alternative to larger, less personal firms.

## Our values

Our values act as a built-in compass, guiding us in the way we behave, the things we say and the decisions we make.

Talk straight

Think smart

Be yourself

They point us in the right direction so that we can keep our firm's promise and grow our business.



# Howard Kennedy at a glance

We have over 150 lawyers operating out of a single London office so we can be agile and responsive in our decision making and more collaborative in our working style.

**375+**

People

**150+**

Lawyers

**55+**

Partners

At least a quarter of our revenue comes from outside the UK. Our clients' needs often have an international component and the requirement is growing.

**25%**

International work

**70+**

Countries

**2**

International legal networks

## Sectors and services

We are a full-service firm organised into 17 legal service teams and a focus on seven key sectors.

- Energy
- Investment Funds
- Media & Entertainment
- Private Wealth
- Real Estate
- Retail & Leisure
- Sport

**£56.9m**

2020/2021 revenue





# Why Howard Kennedy

## Work practices

We are a modern employer and strive to continually strengthen our inclusive, values driven culture to create a place where we belong and feel respected. The wellbeing of our people is of top priority and our strategy includes a focus on the physical, psychological, financial and relational wellbeing.

## Training and development

Our aim is to provide the opportunities for our people to be the best they can be, to drive change and to meet our strategic objectives. There are established career frameworks in place for both lawyers and support services. We also run a top talent programme for both legal professionals and our business services teams. These are designed to enable our top performers to achieve their potential and ensure succession for key roles within the firm.

## Responsible business

All businesses impact the world in which they operate in some way. While we have been undertaking a range of initiatives to encourage the positive and reduce the negative impact of everything we do for some time, we have recently formalised our approach. This was achieved through engaging with both internal and external stakeholders.

## Wellbeing

The wellbeing of every employee at Howard Kennedy is important to us and the future of our business. This has been a particular focus for the management during the Coronavirus outbreak. The health needs of our people are supported through employer-funded private medical insurance, the Employee Assistance Programme, Occupational Health support and access to a 24/7 virtual GP service. We have also offered free and confidential counselling during the lockdowns.

# Job description

## THE ROLE

Our IP & Commercial team provides legal and strategic support to entrepreneurs, creative individuals, SMEs and multi-nationals on intellectual property, commercial, and data protection issues. The team advises on the creation, acquisition and exploitation of IP through agreements that have IP at their core, such as licences and endorsement arrangements. We also draft, negotiate and advise on a wide range of commercial contracts such as franchise agreements, supplier contracts, software agreements, agency and distribution agreements, and strategic alliances of all kinds. We advise on advertising and consumer law issues. Our advertising work often centres on the digital space, particularly social media, but we also advise on affiliate marketing and ASA compliance. We advise on all stages of data protection compliance, from dealing with data protection issues in commercial contracts to international transfers of personal data, to managing data breaches and communications with the regulators (working hand-in-hand with our Data Privacy Disputes team). The team have a broad and impressive client base including;

- Retail and consumer brands such as Pandora, Eurooffice, Simon Carter and Wicked Foods;
- World famous artists and international art galleries;
- Media companies and trade organisations for creative industries.

We have an excellent opportunity for an experienced Senior Associate to join the team. The team are very collegiate and really enjoy working together. You'll be part of a team headed by 3 entrepreneurial Partners, all of whom are recommended individuals in the WTR1000. The team has grown hugely in recent years and fully intend to keep doing so. Whilst candidates with experience across IP, commercial and data protection are welcome, we are also keen to consider commercial lawyers with experience in either IP or data protection.

**Job title:** Senior Associate

**Position Type:** Permanent

### Benefits:

- Competitive salary
- 25 days annual holiday
- Permanent Health Insurance
- Life Assurance
- Interest free Season Ticket Loan
- Private Healthcare
- Pension Scheme
- Staff Introductory Scheme
- Employee Assistance Programme

## ROLE RESPONSIBILITY

Typical responsibilities will include;

- **IP** - Advising on intellectual property across a range of industry sectors that rely on the creation, protection, development and exploitation of IP including art, retail, technology and sport.
- **Commercial** - Advising organisations on commercial issues such as advertising, promotions and consumer protection. Drafting and negotiating licences, assignments, agency and distribution agreements, franchises and other commercial agreements.
- **Data Protection** - Advising on a range of data protection issues drafting data protection clauses in commercial agreements and standalone data protection agreements, privacy policies and impact assessments.
- Supporting teams across the firm on the IP aspects of transactions, such as M&A deals and joint venture agreements, including conducting IP due diligence, drafting and negotiating IP and data protection warranties.
- Business development activities, both with other members of the team and in order to build your own practice.
- Providing efficient professional support for partners.
- As you develop in experience, you will be given responsibility for your own matters and the opportunity and support to develop the skills, mentor, and supervise less experienced junior Associates and trainees.

## ABOUT YOU

Ideally you will be able to demonstrate;

- Experience of drafting and negotiating complex commercial contracts; and
- Non-contentious and contentious IP (drafting agreements for the exploitation of IP, resolving disputes at pre-action stages and assisting litigators on IP aspects of cases); and/or
- Experience advising on data protection matters including UK GDPR compliance for clients based in the UK and abroad and drafting data protection agreements and policies.
- The ability to provide advice to clients at all levels of seniority in a clear and confident manner.
- The ability to approach issues creatively and collaboratively.
- A commercial, pragmatic, and proactive approach.
- The ability to work independently and manage your own workload.
- The ability to create and maintain excellent client relationships, developing credibility with clients in order to become a trusted advisor and a first point of call.
- A willingness to work as part of a team assisting colleagues when necessary in order to provide the highest levels of client service.
- Excellent attention to detail.

# Want to know more?

People are the key to our success, so it's important that we can attract and retain the very best. As well as being driven to deliver the very best client experience, you'll also need to be someone who lives our values. We want you to help us shape our future.

If you'd like to know more about this role please get in touch with the contact listed below.



**Laura Cooper**

Recruitment Manager

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