

Intellectual Property

Why Ireland?

Intellectual property (IP) covers a range of intangible assets arising out of the creativity, innovation and goodwill of a business.

Ireland's strong legal and common law framework, advantageous tax regime for the exploitation of IP and highly educated workforce puts it in a unique and favourable position for companies seeking to exploit their IP here.

The Irish legal system is based on common law principles similar to North American, British and Commonwealth jurisdictions. As a long-standing member of the European Union (EU), businesses located in Ireland also benefit from the expansive EU protections for IP.

Ireland has an independent and efficient court system with a fast tracked and case-managed commercial court list which deals with IP rights.

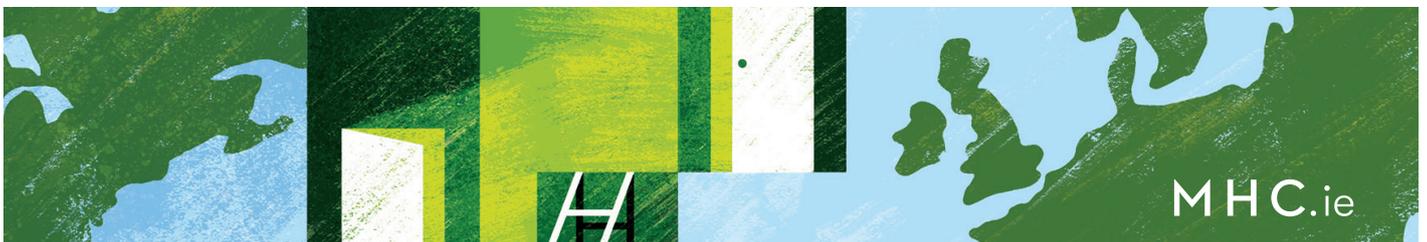
Ireland's commercially progressive IP laws protect four principal rights – trade marks, copyright, patents, and designs. With the exception of copyright, all IP rights can be registered for protection. Additionally, EU legislation and the various international conventions which Ireland has signed up to provide the ability to simultaneously register IP to obtain protection for trade marks designs and patents across a number of jurisdictions.

A **trade mark** is any sign that can act as a badge of origin for goods or services and includes company names and product names. A registered trade mark is protected for ten years but can be renewed indefinitely. Unregistered marks are protected under common law by way of an action for passing off.

Copyright protects literary, musical and artistic works. Copyright also protects software and databases. Ireland's copyright law is technology neutral in its terminology which will ensure that it does not become obsolete or antiquated as a result of emerging technologies. The statutory period of protection for most copyright works mainly lasts until 70 years after the date of death of the author.

Patent registration protects inventions which are new, inventive and which are capable of industrial application. They grant a monopoly over the claims set out in the patent. In Ireland, protection can be granted for a short term period of ten years or twenty years for full term protection.

Design registration protects the visual appearance of logos, packaging, graphical user interfaces and icons. Protection for registered designs can be renewed for a maximum period of 25 years. Ireland also benefits from protection for unregistered Community Design rights which last three years.



What We Can Do for You

Our dedicated Intellectual Property team specialises in protecting, capitalising and maximising our clients' investments in their IP.

Our familiarity with a diverse range of industry sectors sets our practice apart. We have an extensive practice in both non-contentious and contentious IP issues. We understand the unique challenges faced by our clients and our leading lawyers consistently deliver innovative and strategic solutions to meet them.

We can assist you in planning, developing and implementing your IP strategy. We advise on the commercialisation, creation, acquisition, protection, exploitation and enforcement of your IP portfolio, if necessary, we can litigate on your behalf to enforce your rights.

We Advise On

- Contentious and non-contentious IP issues
- Transactional IP
- IP strategies, protection and enforcement
- Exploitation of IP (licencing, assignment, franchising and distribution)
- Research and development contracts
- Technology transfer
- Patent, trade mark, copyright and design rights infringement

What Others Say About Us

Our Intellectual Property Team

"likeable, prompt and efficient."

Chambers & Partners, 2018

Our Intellectual Property Team

"Expert advice"

Legal 500, 2017

Our Team



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