Barker Brettell

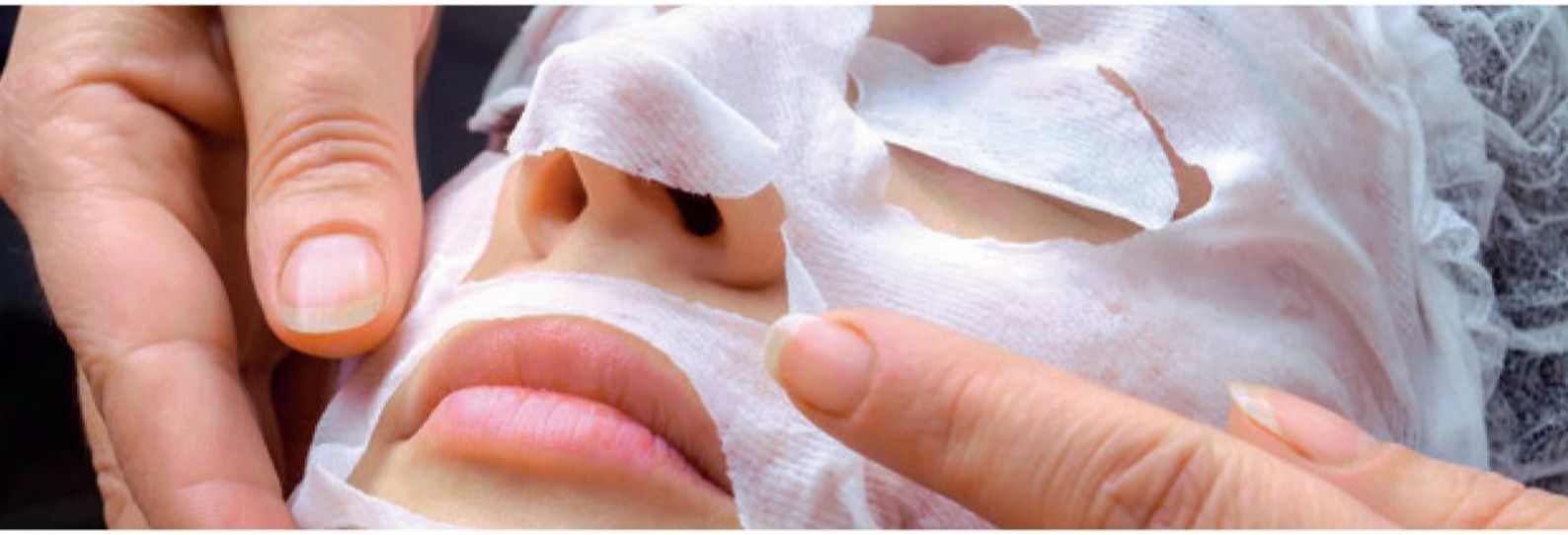
Intellectual Property

COSMETICS

Businesses operating in the highly competitive cosmetic and beauty industry need a robust intellectual property (IP) strategy to ensure intangible assets such as brand names, product formulations, designs, ideas and innovations are protected.

The dedicated cosmetic and beauty team at Barker Brettell works with businesses of all sizes operating across the sector. We work directly with cosmetic companies, in-house legal counsel, research & development units, commercialisation teams and marketing departments to create the right strategy and secure optimum return from IP.

Comprising highly qualified patent, trade mark, design and copyright attorneys, our sector specialists have extensive experience working with clients in: cosmetic and personal care formulation; manufacturing; packaging and branding. Several team members have worked in-house or fulfilled secondments to industry which means we understand the pressures faced by businesses in this competitive environment.



OUR SECTOR EXPERTISE MEANS WE CAN HELP YOU

- Recognise potential IP risks via freedom to operate and brand clearance searches
- Protect new formulations and composition modifications through patents for cosmetics and personal care products
- Harness brand equity by protecting your product and distinctive packaging features or service offerings

WE HAVE HELPED CLIENTS ACROSS THE SECTOR

- Identify IP risks through audits, assessments and in-depth benchmarking programmes
- Develop appropriate IP strategies which supports the overarching business objectives
- Provide strategic insight on best practice to manage IP portfolios in a cost effective way
- Align IP protection with NPD processes

EXPERIENCE HIGHLIGHTS

- Drafting and filing new patent applications for various self-tanning products, domestically and internationally for a well-known brand
- Providing in-house IP secondment support for a leading global pharmacy, health and beauty enterprise
- Providing patent services to International Flavors & Fragrances Inc (IFF), a leading global innovator of perfumes, fragrance ingredients and cosmetic actives
- Providing a full range of global IP branding services for Pai Skincare Limited, one of the UK's leading organic skincare brands and celebrity-favoured brands such as Heaven by Deborah Mitchel

RECOGNITION

Managing IP Awards 2026 EMEA SHORTLISTED

Legal500 TOP TIER FIRM UNITED KINGDOM 2027 Barker Brettell LLP

2026 IP STARS from Managing IP TOP TIER FIRM

2026 IP STARS from Managing IP RECOMMENDED FIRM

10+ YEARS IP STARS from Managing IP RANKED

CITMA The Chartered Institute of Trade Mark Attorneys — Net Zero pledge signatory

CYBER ESSENTIALS CERTIFIED PLUS

WTR 1000 The World's Leading Trademark Professionals 2026 — Barker Brettell LLP — Barker Brettell Intellectual Property

KEY CONTACT

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