PULLING IT ALL TOGETHER

CREATING THE VIRTUOUS CIRCLE

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Giving better IP advice

- What kind of advice

- Risk for your business
  - Legal advice
  - Commercial advice

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Liability

- Contract - breach
- Tort – negligent advice

Controlling exposure

- Engagement terms
- Limitation of liability
- Reasonablenss

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Terms of the advice

- Set out ambit of instructions and duties
- Language client can understand

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