

Wynnes

Case Study 

True innovators in their "field"

Client: Tracey - IVM Group

PREPARED BY:

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Wynnes are a professional legal firm, they are fair and easy to deal with. They understand our business and speak our language.

THE IVM GROUP IS A TECHNOLOGY DEVELOPMENT AND LICENSING COMPANY. THEY WORK IN THE AREAS OF CONSULTANCY, IP AND TECHNOLOGIES. GROWING FROM A COMMERCIAL SERVICE BUSINESS, PREVIOUSLY THE IVM GROUP HAD SERVICE AGREEMENTS WITH COUNCILS AND BUSINESSES TO MAINTAIN AND CONTROL VEGETATION IN PARKS AND FIELDS, ALONG HIGHWAYS AND FOOTPATHS. THE TEAM DEVELOPED NEW SOLUTIONS TO ADDRESS SOME OF THE PROBLEMS THEY WERE FACING, INCLUDING METHODS OF CONTROLLING THE GROWTH OF GRASS ON FIELDS AND THE DEVELOPMENT OF CARTS AND BUGGIES FOR PARTICULAR TASKS. TRUE INNOVATORS IN THEIR "FIELD".



Not happy with their previous Patent Attorney, the IVM Group set about looking for a legal professional they could work with in this area, someone who could essentially become an extension of their team. Trust was extremely important to the management at the IVM Group, they wanted an attorney they knew would not only offer the right advice but that would also work **with** them.

ADJECTIVE, PATENT [PEYT-NT] PROTECTED BY A PATENT; PATENTED:

WHY WYNNES

Wynnes is a successful Patent and Trade Mark Attorney firm that provides a personal service to clients to protect and manage their intellectual property in the commercially important market.

At the IVM Group being protected by patents is crucial to the success of their business. They are providing innovative equipment solutions and commercialising them in industry. Without the patents they would be unable to effectively sell their solutions.


Tracey at the IVM Group explained that she had not been happy with the previous patent attorney they had been using and therefore this time they were determined to get it right. They knew from the first meeting that Wynnes were the company they wanted to work with. "Even from the initial consultation we knew Ewen was genuinely interested in what we do, he

was so easy to deal with and spoke in a language we understood. It was so refreshing."

Ewen worked with the IVM Group every step of the way and they said his communication was exceptional.

Not only did Wynnes work with the IVM Group on current patents they were seeking, he also worked with them towards reinstating two of the patents they had previously lost. "They were patents we didn't think we would get back, and he did it. It was fantastic!" Tracey explained. "A real boost for our company and also reassured us that Wynnes were the partner we had been looking for."

The IVM Group have not had any issues since using Wynnes for their patent requirements. There were residual issues left over from the previous attorney, however Wynnes solved those without IVM even needing to worry.



Wynnes are now handling the complete portfolio for the IVM group. Tracey at IVM looks after renewals of their patents, whilst Wynnes take care of new patents and any overseas communication.

“Wynnes are so fair in their approach”, said Tracey, “They allow us to do the things we are able to look after ourselves and we use their expertise in all other areas. Their business ethic is about the service and not the dollars. They are a great fit for our company.”

Tracey and the team at the IVM Group recommend Wynnes to anyone who is looking for a Patent or Trade Mark Attorney.

For more information on what you need to know and how to protect your business, product or service, go to

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