

Legal Checklist for New Product Development

Our Managing Director, Shelley Watson, has considerable experience of working on new product development projects having previously worked in-house as Legal Director of a FMCG company where she was a member

of the NPD committee and responsible for legal approval of all NPD projects. Shelley now offers her expertise in this area to clients across all industries from cosmetics to food & beverages.

INITIAL DESIGN STAGE

- Put confidentiality agreements in place with product design agencies during tender process
- Full agreement in place with chosen product design agency
- IP clearance searches in relation to all aspects of the proposed product

FINAL DESIGN STAGE

- Contracts in place with third party suppliers of components or finished goods
- Confirmatory Deed of Assignment for IP registration purposes
- Implement IP filing strategy to protect trade marks, designs, patents, copyright and domain names before public disclosure
- Review product and packaging for regulatory compliance

POST PRODUCTION SIGN OFF

- Contracts with marketing agencies (traditional and digital)
- Review marketing plan and draft marketing materials for legal and regulatory compliance
- Contracts with customers/distributors

POST LAUNCH

- Monitor for infringements/counterfeits
- Develop a brand protection strategy and take action to protect your product/brand

If you would like a more detailed checklist tailored to your individual business or legal support in relation to any aspect of New Product Development, please contact us: shelley@beaumont-watson.com



BEAUMONT WATSON

Beaumont Watson Consulting Limited

M: +44 (0) 7879 688579

T: 0207 183 8834 (London) 0141 280 8496 (Glasgow)

shelley@beaumont-watson.com

www.beaumont-watson.com

