

Brexit challenges for businesses

Whether you are buying or selling a company; considering a strategy for the long, medium or short term, and whether yours is an investment, property or trading business, Brexit has thrown up a host of concerns.

While Russell-Cooke doesn't have a crystal ball, there are a number of issues on which we can help in this time of uncertainty.

Trade marks

Trade marks and whether to continue with a European Union trade mark, are an area where we have already seen a number of enquiries.

Our specialist team are well placed to advise on this area, with a wealth of experience and a host of international connections both in the EU and across the globe.

It is not yet known what the impact of Brexit will be on the UK's participation in the European trade mark system, but we think it is likely that existing rights outside of the UK will be protected whatever the final outcome and accordingly we generally recommend that businesses continue to apply for European Union trade marks if you do wish to trade in Europe.

Trading terms and terms of use

In the short term, immediate changes to the law seem unlikely. However, currency volatility and flexibility in the future are a source of concern and tightly drawn terms and conditions of trading or terms of use, particularly if yours is a web based business, are more important now than ever.

Decisions that seemed previously mundane, such as the choice of jurisdiction for resolving disputes, may take on greater significance.

We advise large numbers of businesses on their terms and conditions of trading with the EU.

Disputes and insolvency

It is sadly a fact of business life that when economic conditions get choppy, the incidence of disputes rises.

Not all of these are necessarily related to the change in business circumstances, of course. Some of them can be opportunistic.

Our dispute resolution team handle a range of cases ranging from relatively straightforward debts to insolvency to distributor and agency agreements and shareholder disputes.

Business sales and purchases

Although there is considerable uncertainty in the capital markets, our immediate experience has been that where the fundamentals of a business are sound, trade buyers are still in the market and willing to pay sensible prices to realistic sellers.

It is also true that the fall in the value of the pound has made sterling relatively cheap, at least in the short term, which may well prompt overseas buyers to bring forward purchase decisions, contrary to what some of the more negative press coverage suggests.

Our focus at Russell-Cooke is on the sale and purchase of privately owned businesses.

We cover a range of sectors and have particular expertise in professional services, tech and property.

We work closely with other professional advisers and corporate finance boutiques. If you are considering purchasing or buying, do pick up the phone to us and if we can't answer all your questions, we will know someone who can.

We will always have an initial call or discussion with no obligation and have a range of flexible pricing options depending on the level of legal input you are looking for.

Employee Incentives

Keeping and motivating your key staff is vital at this stage in an economic cycle.

In the aftermath of the 2008 crash, many employers saw a fall in staff turnover as people tend to stick to what they know in times of uncertainty.

However, retaining staff and keeping them motivated to be pro-active and imaginative in the marketing and development of a business are not necessarily the same thing. That is where employee incentives can come in.

Whether it is designing a bonus scheme, putting in place share options or a long term incentive plan, our experts are well versed in both creating new schemes and unpicking old ones.

Our lawyers and expertise

Whatever your business need, the chances are we have someone who can help. Please visit our [business services page](#) for more information on the work that we do.

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Brexit, business challenges, economic downturn, legal advice following Brexit, buying and selling businesses, trade marks, trading in the EU, insolvency, employee incentives, European Union trade mark

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