

# VIRTUALAW

BUSINESS LEGAL SERVICES. SIMPLY DELIVERED.



*Using technology to deliver exceptional service and value to our clients.*

[www.virtuallaw.eu](http://www.virtuallaw.eu)

**Company Commercial**

**Competition &  
Regulation**

**Intellectual Property**

**Commercial Property**

**Immigration**

**Employment**

**Dispute Resolution &  
Business Protection**

**Insolvency &  
Restructuring**

**Corporate &  
Corporate Finance**

**Company Secretarial**

“A successful company is one with a **flexible business strategy**. If you’re not flexible, the competition will be.”

*If you are trying to be flexible, it helps when your legal services provider is flexible, too. Our virtual business model allows us to tailor our commercial legal services offerings and fees to suit your immediate business needs.*

# An innovative approach to business legal services

## TAKING ADVANTAGE OF TECHNOLOGY TO DELIVER EXCEPTIONAL EXPERTISE FOR LESS

Virtual Law was founded in 2007. Its aim was to provide a more efficient and cost-effective way of supplying businesses with essential legal services without compromising the levels of quality and client care they could expect from more traditional 'bricks and mortar' law firms.

Engaging the services of a traditional law firm can be prohibitively expensive. Accommodation, administration, staffing and a need to sustain a traditional equity partnership model all need to be taken into account when calculating fees.

At Virtual Law, we don't have a partnership structure to maintain. We don't have high central costs arising from accommodation, staffing and administrative support. Instead, we take full

advantage of technology to provide flexible and cost effective ways of working with our clients. Our focus is, quite simply, to deliver exceptional services and the quality of advice you would expect from a top law firm for a fraction of the fees you would expect to be charged.

Key to delivering exceptional service and expertise is an incisive understanding of your business and objectives. Only solicitors with entrepreneurial flair and specialist strategic knowledge are recruited by Virtual Law. To guarantee exceptional expertise, they typically have at least 10 years' experience in law firms and organisations of international repute. Firms

and organisations such as Linklaters LLP, Clifford Chance, DLA Piper International, Appleby Global, Nabarro, Pinsent Masons, Olswang, ITV, Siemens, Macmillan, Whirlpool and Verizon.

*The exceptional expertise expected from law firms and organisations of international repute for a fraction of the fees.*



# Integrated solutions for specific industry sectors

Many of the legal challenges you will face will be unique to your industry. Rather than engaging a law firm offering a broad-brush legal approach, the most efficient and cost-effective means of addressing these specific challenges is by engaging professionals with innate industry knowledge and a sound understanding of strategic issues.

Virtual Law's solicitors are recruited for precisely that - their specialised industry knowledge and astute commercial acumen. In addition to providing generic legal advice, they form a unique, virtual ecosystem of sector-relevant legal expertise. Expertise that can be tapped into from across England and Wales.

Working either individually or in dynamic, modular teams integrating a number of practice areas, Virtual Law's solicitors provide flexible, sector-specific, cost-effective legal services. Below are a just a few examples of industry

sectors benefitting from Virtual Law's integrated legal services solutions.

- MEDIA AND COMMUNICATIONS: BROADCAST, INTERNET, PUBLISHING AND ADVERTISING;
- INNOVATIONS: BIOTECH, PHARMA, HI-TECH, IT, TECHNOLOGY MEDIA;
- 3RD SECTOR: CHARITIES, CICS, TRUSTS, EDUCATION, HEALTH, NGOs AND OTHER NFP ORGANISATIONS;
- SUPPLY CHAIN: MANUFACTURING, TRANSPORT AND LOGISTICS, DISTRIBUTION FINANCE, PURCHASE AND PRODUCTION;
- FACILITIES MANAGEMENT: HEALTH AND SAFETY, SECURITY, INFRASTRUCTURE AND OPERATIONS MANAGEMENT;

- ENERGY AND ENVIRONMENT;
- FRANCHISING: RETAIL, WHOLESALE AND SERVICES;
- UTILITIES AND SUBSIDIARY SERVICES: WATER, GAS, ELECTRICITY AND TELECOMMUNICATIONS.

**“Every day, businesses ask how they can make their customers happy. The answer is through innovation.”**

*Virtual Law's unique business model allows its solicitors to use their entrepreneurial flair to create innovative legal solutions specifically tailored to your business.*

Clear, innovative thinking comes with experience and entrepreneurial spirit.



## OUR SERVICES

Virtual Law is a full service commercial law firm offering two distinct service streams:

- **Advisory services** to businesses delivered on an *ad hoc* or retained basis; and
- **In-house locum services** for clients requiring in-house support or specialist expertise on a project-by-project basis.

We pride ourselves on providing innovative, sector-specific, cost-effective legal services from a broad and deep experience base. We aim to deliver exceptional value by following three simple philosophies:

- When you become a Virtual Law client, our solicitors become part of your management team, working towards the same goal: your organisation's success;
- Our legal solution is tailored to your exact needs. By simply delivering on the work you

require, and nothing more, we ensure our services are cost-effective and delivered with exceptional efficiency; and

- We go that '**extra mile**' by offering free knowledge-sharing initiatives. These include our Virtual Seminars, Employment Matters Live! and the Virtual Law Innovation Hotline, a general IP advisory service for entrepreneurs and R&D professionals.

## COMPANY COMMERCIAL

A comprehensive Company Commercial service provided by solicitors who have a broad range of expertise, from drafting standard terms and conditions to developing multimillion pound, multinational ventures.

Our solicitors have an excellent track record of delivering practical solutions to the legal challenges all businesses face in pursuing their commercial strategies.

We also provide guidance on how the ever changing legal framework affects your business so that you can remain compliant in all that you do. Our Company Commercial services include but are not limited to providing advice on:

- **Manufacture, purchase and supply agreements**
- **Terms and Conditions**
- **Website-related agreements**
- **IT development, services and licence agreements**
- **Advertising and sponsorship**
- **Supply chain issues**
- **Franchising: agreements and due diligence**
- **Agency and distribution agreements**
- **Service agreements**
- **Outsourcing agreements**

**“Combining hard work and smart thinking results in efficiencies that can only benefit others.”**

*Virtual Law doesn't have a traditional law firm structure. We pass the savings we make on to you, our client, by delivering exceptional levels of service and expertise for fees reflecting only the work you require. Nothing else.*

## DISPUTE RESOLUTION & BUSINESS PROTECTION

Litigation is not always a desired outcome. Dispute resolution doesn't have to be an expensive or lengthy process, however.

Virtual Law's Commercial Litigation solicitors have the experience and expertise to guide clients through even the most sophisticated international legal conundrums. No matter how large or small your organisation, they will still make it their mission to help you manage the risks and to find commercial resolutions that prevent costly disputes.

Virtual Law's Dispute Resolution and Business Protection practice incorporates, but is not limited to, the following:

- Compliance with statutory requirements
- Contractual disputes and debt recovery

- Directors' and officers' duties and corporate governance
- Investor, joint venture, shareholder and partnership disputes
- Product liabilities
- Professional negligence
- IP enforcement

## COMMERCIAL PROPERTY

The legal commitment of commercial and industrial property transactions involves a number of complex factors that can, if ignored, cause considerable problems for the purchaser or vendor. Virtual Law's Commercial Property team possesses extensive experience in dealing quickly and cost-effectively with the legal and financial aspects of buying, selling, leasing or sub-letting of shops, offices and industrial and

commercial premises, including property development, investment and management.

Virtual Law's Commercial Property team also has particular experience and expertise in providing guidance to the charity and not for profit sectors. This includes advice on investments, joint ventures, and compliance with Charities Act restrictions.

Our expertise includes, but is not limited to, the following types of property:

- Offices and shops
- Distribution warehouses, factories and industrial premises
- Retail parks and business parks
- Care/residential homes
- Schools
- Development sites

## GENERAL CORPORATE & CORPORATE FINANCE

For low to mid-value domestic and cross-border company formations and transactions, Virtual Law provides a practical, deal-focussed service that offers unrivalled value for money.

In addition to more general market expertise, including IT, property, retail, media and entertainment, our solicitors also boast extensive experience in the R&D sector. This enables us to offer specific expertise to the biotech, pharma, hi-tech, software, communications and venture capital industries. Virtual Law's Corporate Practice includes:

- Corporate recovery advice
- Corporate governance and directors' duties
- Company formation and company secretarial
- Corporate reorganisations
- Charity law and formation of charities

Our Corporate Finance expertise encompasses:

- AIM and PLUS market listings
- Private equity; venture capital investments
- Joint ventures
- Mergers and acquisitions
- Shareholder agreements
- Partnerships; LLP formation; LLP conversion
- Sale and purchase of assets
- MBOs/MBIs; earn-outs

## INSOLVENCY & RESTRUCTURING

Where the solvency of another company is at issue, we can help you protect or enhance your position. Where it is necessary to consider the solvency of your business, Virtual Law's solicitors can advise both companies and directors as to whether the business can be saved or restructured.

Directors in particular should secure independent and legally privileged advice to ensure that their conduct of the business does not expose them to civil liability, criminal penalty or disqualification. Our expertise covers:

- Administrations; pre-packaged sales; voluntary arrangements
- Compulsory winding up
- Cross-border insolvency
- Directors' duties; disqualification
- Wrongful trading; voidable transactions; fraudulent trading



**“No problem is insurmountable. With a little determination and teamwork, your business will succeed.”**

*Helping you achieve your vision is our vision. When you become a Virtual Law client, our consultants become part of your team. This no-nonsense delivery, hands-on, collaborative approach reveals exceptional results.*

## COMPETITION & REGULATORY

Competition policy plays a very prominent role in today's intensely competitive marketplaces. Whether your business is consumer focussed, business to business, manufacturing, national, multinational or global, competition law and regulation rules will have a significant impact upon your business structure.

Virtual Law's Competition and Regulatory team has a wealth of experience in UK and EU regulatory law, including advising public and private companies from a variety of industry sectors, as well as governments and regulatory bodies, private sector investors and operators across a range of regulated sectors (most notably the utilities, telecommunications and energy sectors). Our solicitors offer clear, focussed advice to private and public companies in relation to:

- Creating and disseminating international trading terms and conditions
- Impact of EU competition law on local and national businesses
- Preparation of UK and EU Competition and Regulatory Law compliance programmes
- Compliance audits and strategies
- Legal impact of competition law amendments on business strategy
- Pricing and marketing strategies for local and international products and services
- Local and international distribution agreements
- Countering infringements of regulatory compliance

## INTELLECTUAL PROPERTY

In this age of innovation, light bulb moments roll off the production line at an incredible rate. The IP needs of start-ups, spin-outs and incubator companies are becoming increasingly sophisticated. At the other, more established end of the spectrum, businesses in the media, entertainment and manufacturing industries are finding IP issues can be just as serious. Developing an effective IP strategy; worldwide development and registration; drafting and negotiating IP agreements; and enforcing IP Rights head the list of concerns.

With extensive experience from some top name brands, Virtual Law's IP solicitors are perfectly positioned to help organisations navigate their way through the IP minefield without eroding their R&D and brand development budgets.

*We firmly believe in the collaborative approach. With a little determination and teamwork your business will succeed.*



## IMMIGRATION

Virtual Law offers both commercial and private clients comprehensive advice and solutions to their UK immigration and nationality requirements. We aim to understand your needs fully before providing advice on your options, the prospects of success, and the risks. Our services include advice on:

- Tiers 1, 2, 4 and 5 of the Points-based System
- Sponsor licence applications
- In- and out-of-country appeals
- Indefinite leave to remain applications
- British citizenship
- Spouses/civil partners and family reunion
- Discretionary applications
- Human rights-based claims
- European applications

## EMPLOYMENT

Virtual Law's solicitors are able to explain employment law in a congenial and easy to understand manner. We recognise that each employment matter and each business case is unique and therefore each response must be tailored to your business needs. We deliver comprehensive, cost-effective contentious and non-contentious services to both employers and employees, including:

- Compromise agreements; exit packages
- The Equality Act 2010
- The Public Interest Disclosure Act
- Working Time Directive
- Breach of contract
- TUPE
- Grievances

- Disciplinary proceedings
- Unfair dismissal; redundancy
- Tribunals; hearings

## COMPANY SECRETARIAL SERVICES

Virtual Law provides cost effective and comprehensive solutions for your corporate governance and company secretarial needs. Our experienced Company Secretarial consultants possess an astute understanding of corporate administration of small and large organisations across almost all industry sectors, enabling the delivery of exceptional, bespoke administrative solutions.

**“The real value of experience can be calculated from a business’s long-term, sustained profitability.”**

*Most Virtual Lawyers have more than 10 years' experience from top-drawer organisations. That means you receive exceptional legal advice founded on astute commercial acumen.*

## In-house locum and secondment services

### COST-EFFECTIVE, FLEXIBLE SOLUTIONS TO SHORT-TERM LEGAL RESOURCING NEEDS

As businesses strive to maintain competitive advantage, workloads, service quality expectations and legal issue complexities escalate. At the same time, deadlines shorten and budgets plummet. Virtual Law’s In-house Legal and Secondment Services provide practical, flexible and economical solutions to these challenges.

#### Interim integration with your in-house or private practice:

On occasions your in-house team or practice will experience heightened activity or take on projects requiring additional resources. An interim team member can satisfy the need for relevant expertise and additional capacity

without the considerable expense of recruiting additional staff or retaining external lawyers.

#### Provision of specialist expertise:

Virtual Law’s solicitors represent a wealth of expertise in specialist areas of law not often available in-house. Affiliating this expertise with your team can be achieved quickly and at a fraction of the cost of an external law firm’s hourly rates.

#### Management of special projects:

Significant *ad hoc* projects, such as a major piece of litigation, require careful management at a senior level but can be detrimental to General Counsel’s other responsibilities. Our solicitors

have the expertise to manage such projects, ensuring that you receive the most efficient service from your external legal providers.

#### FIND OUT MORE

For more detailed information about Virtual Law’s comprehensive business legal practice and in-house services, please log on to our website:

[www.virtuallaw.eu](http://www.virtuallaw.eu)

or email:

[info@virtuallaw.eu](mailto:info@virtuallaw.eu)

## KEY CONTACTS

Virtual Law is dedicated to providing exceptional legal expertise as efficiently and cost-effectively as possible. Our solicitors possess at least 10 years' experience gained in prestigious law firms or multinational organisations. Key contacts and practice leaders include:

### SHARON SAYWELL

**Practice:** Company Commercial

**Specialist Expertise:** Commercial contracts; supply chain management and components; FMCG, sales and marketing; franchising; software agreements

**Career History:** Paul Mitchell, RHM, iSoft Plc

### JAMES HILSDON

**Practice:** Dispute Resolution, Commercial Litigation, Insolvency and Restructuring

**Specialist Expertise:** Contract breaches; investor and cross-border disputes; contentious insolvency;

**Career History:** Chancery Bar; Clifford Chance; Harneys; Appleby Global; Davies Arnold Cooper

### PHILIP TAYLOR

**Practice:** Competition and Regulation

**Specialist Expertise:** UK and EU Competition Law; water, telecomms and gas regulation; energy policy

**Career History:** Severn Trent; BG Group; Linklaters

### SUZANNE DIBBLE

**Practice:** Company Commercial

**Specialist Expertise:** Franchising; licensing; JVs; large technical outsourcings; multimedia and broadcast; e-commerce; data protection compliance

**Career History:** DLA Piper, ITV, Hamptons International

### MICHAEL ENGLISH

**Practice:** Immigration; Dispute Resolution

**Specialist Expertise:** Standard and complex visa applications; appeals; ADR

**Career History:** Simmons & Simmons; Clyde & Co; Verizon

### DAVID BARNES

**Practice:** Commercial Property

**Specialist Expertise:** Institutional investment; commercial property management; charity transactions; secured lending

**Career History:** Speechly Bircham; Lawrence Graham

### LIZ SPROSTON

**Practice:** Intellectual Property

**Specialist Expertise:** Manufacturing IP; media and entertainment licensing; trademark and copyright law

**Career History:** Olswang, Whirlpool; Unilever Plc

### JONATHAN GRIFFITHS

**Practice:** Corporate & Corporate Finance

**Specialist Expertise:** Acquisitions and disposals; financing; investment funds; group reorganisations

**Career History:** Linklaters; Sonnenschein; Buchanan Ingersoll; Penningtons

### KATHERINE MUNN

**Practice:** Employment

**Specialist Expertise:** Unfair dismissal; redundancy issues; TUPE; discrimination and rights; tribunals

**Career History:** Stephenson Harwood; Pinsent Masons; Maxine Cox Solicitors

### CATHERINE DOYLE

**Practice:** Company Commercial

**Specialist Expertise:** IT; telecoms; data; biotech; pharma

**Career History:** EMI; Siemens; Thomson Reuters; Bird & Bird



*Virtual Law solicitors have a sound understanding of commercial strategy.*

IN-HOUSE SERVICES, COMPANY COMMERCIAL, INTELLECTUAL PROPERTY (IP), COMMERCIAL PROPERTY, CORPORATE, CORPORATE FINANCE, COMPETITION AND REGULATORY, IMMIGRATION, EMPLOYMENT, DISPUTE RESOLUTION, BUSINESS PROTECTION, FRAUD, INSOLVENCY AND COMPANY SECRETARIAL.



Virtual Law is a full-service, cost effective commercial law firm with nationwide coverage achieved through the use of modern technology.

Virtual Law's solicitors are senior commercial lawyers. Typically, they are former senior in-house counsel or ex-partners of top 50 law firms specifically selected for their exceptional strategic commercial knowledge and entrepreneurial spirit.

Virtual Law does not maintain a partnership structure or carry high central costs. Instead, Virtual Law takes full advantage of technology to

offer clients this exceptional expertise through a wide range of business legal services. The low overhead business model ensures Virtual Law's services can be both cost-effective and flexible, tailored to your needs now and in the long term.

**Oliver Brice**  
Managing Director and Founder

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