

# Global Law Experts & Global Advisory Experts Annual Awards



# 2022

## TRANSFER PRICING ADVISORY FIRM OF THE YEAR IN CYPRUS

### PREMIO TRANSFER PRICING – PRACTICAL POLICIES

Premioserve transfer pricing team has an in-depth knowledge of transfer pricing issues and can help you to develop and customize transfer pricing solutions that fit with your business structure and strategy. Premioserve participates in an extensive global network of transfer pricing professionals, where we can assist Multinational Enterprises (MNEs) to comply with transfer pricing regulations in various jurisdictions, consistent with their business models.

#### Why Premioserve?

Premioserve is a well-established firm offering a broad range of audit, tax, advisory and consultancy services. We provide innovative solutions for clients to help them achieve their personal and business financial goals. The team's leader is Lefteris Androkli, who holds a postgraduate diploma in transfer pricing.



**Lefteris Androkli**  
Director  
PremioServe

Tel: +357 25817722  
Fax: +357 25378722



196 Arch. Makariou III Avenue  
Ariel Corner, 3rd Floor, Office 302  
Limassol 3030, Cyprus

[www.premioserve.com.cy](http://www.premioserve.com.cy)



## FOOD SECTOR ADVISORY EXPERT OF THE YEAR IN DENMARK



**Potter Clarkson A/S**

**Lars Karnøe**  
Partner

Tel: +45 28 59 84 94  
[lars.karnoe@potterclarkson.com](mailto:lars.karnoe@potterclarkson.com)  
[www.potterclarkson.com](http://www.potterclarkson.com)



**With more than 25 years' experience working at established Danish firms, Lars Karnøe is an experienced IP lawyer and is highly respected as an IP consultant with specialist expertise in the food sector.**

Potter Clarkson specialises in protecting and commercialising food tech and agritech.

This is a challenging time for innovators in the food and agricultural sector, as we all face mounting pressure to take food production from the field to the future.

The number of new foods, new ingredients and new farming methods required to meet this demand continues to skyrocket. However, turning these ideas into market-ready products remains a challenge for everyone in the food tech and agritech value chains.

Whether you are a grower, a producer, a manufacturer, a distributor or a retailer, you need to know you can access expertise to successfully navigate the highly complex regulatory environment.

Having worked with both food tech and agritech businesses for many years, the patent attorneys, IP solicitors and trademark attorneys in our specialist food and agritech team know exactly what is required to develop, protect and commercialise new foods and new agricultural methods.

#### Why Should You Talk to Potter Clarkson's Specialist Food and Agritech Team?

If you are a startup, we'll help you maximise the value you generate by providing you with the right IP strategy and an easy-to-follow roadmap to help with grant applications and funding rounds.

If you are a larger, more mature business, we will ensure your IP strategy continues to map to your business's strategy so that the value of your IP grows in line with your business.

To make sure your progress isn't hampered by any unforeseen IP roadblocks, we will maintain an active IP surveillance of your technology and your competitors.

We will also keep you completely up to date with the latest regulatory requirements.

We'll share what we learn from our latest cases, a list that has recently included insects as a protein source for food and feed, cannabis and CBD, GMOs, fermentation methods, the ever-changing regulations on alcoholic beverages and the greenwashing of food products.

Our unique multidisciplinary team combines patent and trademark attorneys and IP solicitors. This means we can think and act outside the traditional boxes IP firms have always operated within.

As your latest food or agritech innovation could well employ a mixture of technologies, we can instantly create a cohesive multidisciplinary and multijurisdictional team that brings together the best qualified experts for your project.

For us, the food and agriculture sector spans food, animal feed, functional food and feed, aquaculture, plants, farming, alternative proteins, microorganisms, dairy, fermentation, prebiotics, synbiotics, processes, food derivatives and recycling of side streams or waste materials, packaging technology, agricultural machinery, autonomous vehicles, data and AI.

As we are all genuinely interested in these areas, we follow the latest news, trends and science shaping their future – so we know how to make sure every development has the commercial, environmental and health impact we all need them to.

*We will ensure your IP strategy continues to map to your business's strategy.*

# INTELLECTUAL PROPERTY LAW EXPERT OF THE YEAR IN DENMARK



Potter Clarkson A/S

Lars Karnøe  
Partner

Tel: +45 28 59 84 94  
lars.karnoe@potterclarkson.com  
www.potterclarkson.com



**Lars Karnøe plays an active role in the IP industry, holding panel and committee posts for the International Trademark Association (INTA) and European Commission Trademark Association, and is an external lecturer at the University of Aarhus.**

Potter Clarkson understands the intensely competitive environment in which you are operating and the role an effective IP strategy can play in helping you to stay ahead. Regardless of the scale of your in-house IP operation, we have the talent pool and experience to provide support in all areas of IP law, with both high-volume work and strategic matters.

We understand you need to work with advisers you can rely on to deliver best-practice advice in a timely and concise way, tailored to your business and its unique objectives. It's why some of the world's leading blue-chip companies put their trust in our specialist multi-disciplinary team to help them realise their own commercial goals.

We work with enterprises across industries from pharmaceuticals and automotive to food and drink and chemicals, including AstraZeneca, Alnylam Pharmaceuticals,

HERE Technologies, BOE Technology, JVCKENWOOD Corporation, Reckitt Benckiser, Probi, INEOS, Stretchline, Mexichem, Unilever, Alstom Grid, Eli Lilly, Triumph, Carlsberg, Zoll Medical Corporation, NXP Semiconductors and Chevron Phillips.

Each client is assigned a dedicated, cross-disciplinary team, tailor-made to their own individual requirements. We work hard to build strong and lasting relationships with each, investing time to acquire a deep understanding of their business and long-term plans.

### From Innovation to Enterprise

Great innovations have the potential to effect transformational change in all areas of our lives – providing lifesaving medical treatments, reducing energy, or simply making everyday tasks easier. But for these breakthrough ideas to become a reality, they need the very best patent protection. We will share your passion for the potential of your innovation and bring valuable insight and technical understanding to ensure it is protected in the most advantageous way.

We have successfully attacked and defended some of Europe's most valuable patents across a huge range of technological areas

and have the scale and expertise to handle the most complex and challenging work.

### A Seriously Commercial Approach to Design Rights

We love clever and cutting-edge design. With product designers among our team of specialists, we are passionate about, and have a genuine interest in, your smart designs – whether it's a clever piece of packaging or a well-constructed component.

In the hierarchy of IP protection, the value of design rights is often underestimated. But these rights are hugely powerful, with the potential to secure lucrative competitive advantage in crowded markets. This requires a specialist approach, and our design team has the granular-level understanding of how to secure broad and robust protection in a very cost-effective way.

From furniture and fashion to machinery and medical devices – and everything in between – we understand the value of excellent design in transforming a functional item from good to great. You can trust that we have the deep knowledge and specialist expertise to ensure you get the true commercial recognition your design deserves.



Wordley Partnership

Paul Wordley  
Partner

Tel: +44 7774 817750  
paul.wordley@wordleylaw.com  
www.wordleylaw.com

**Launched in early 2019, Wordley Partnership is a commercial law firm with particular expertise in all aspects of dispute resolution, commercial problem solving, insurance and reinsurance – providing coverage advice for policyholders and cedants as well as advising large corporate insureds, brokers and multinationals.**

The six named partners, who work collegiately and collaboratively, have many years of experience on some of the largest and most complex disputes across the globe. They are often instructed to advise boards and directors of companies on legal liability, asset recovery and preservation as well as advising on strategies to resolve disputes and limit liability.

In addition to disputes, the firm has significant non-contentious experience in both corporate and commercial matters, offering strong expertise and advice in relation to equity capital markets, M&A, early-stage and late-stage private equity and non-leveraged investments, corporate structures and restructuring. Key sectors include technology, mining, agriculture, financial services, energy and renewable energy.

Mr Wordley is one of the founding partners of Wordley Partnership, having been a partner in a major international law firm, where he was a Global Head of Insurance and Reinsurance and a Member of the Management and Strategy Boards respectively.

He has been involved in a number of high-profile international insurance and reinsurance claims in recent years and has also advised on a number of major oil, gas and mining claims. He also has significant mediation experience, having represented clients in several successful multi-million-dollar mediations.

He has conducted numerous arbitrations before LMAA, ICC, SCC and LCIA, is recommended by expert legal directories as 'exceptional', and has become a thought leader in the natural resources insurance world.

Mr Wordley noted: "Wordley Partnership is primarily experienced in large complex international insurance and reinsurance advisory and dispute resolution, which necessarily involve an analysis of the matrix of contracts used to enable risk transfer compliant with local business unit and regulatory requirements – often involving fronting and captives backed by master policy wordings with different in-coverage provisions. Recent examples include: the amalgamation of the insurance programmes of three global mining houses so that none of them were disadvantaged by moving away from their own bespoke manuscript policy wordings; as well as the presentation, negotiation and collection with litigation of a multi-hundred-million-dollar claim for a joint venture partner and operator of an offshore hydrocarbon production platform, where the other joint venture partner litigated against (re) insurers on materially the same policy terms and conditions and lost.

"Most recently, we have been instructed on a number of high-value, high-profile trade credit, political risk, supply-chain disruption and COVID business interruption claims. We had initially set up Wordley as a platform-based, remote/flexible working firm, and thus were suitably prepared to work remotely during the pandemic. We continue to work remotely, but have begun to utilise our offices again with flexibility – and are now planning cautious expansion into complimentary areas of practice."



**GLE & CAE Annual Awards 2022**  
Global Law Experts  
[www.globallawexperts.com](http://www.globallawexperts.com)  
Global Advisory Experts  
[www.globaladvisoryexperts.com](http://www.globaladvisoryexperts.com)

