

Delivering added value without infringing copyright

COMPANY PROFILE

Lavan is a full-service, independent Western Australian law firm with 26 partners and 152 staff. The company’s litigation team is one of the largest in Western Australia. It provides legal advice in the areas of Asian investment, banking and finance, construction and infrastructure, corporate and commercial law, employment and safety, intellectual property and many other areas.



CHALLENGE



Law firms work in a highly competitive, fast-paced environment and are constantly looking for ways to add value for their clients. Sharing cutting-edge knowledge with them is one of the ways they do this.

Full-service Western Australian law firm, Lavan, prides itself on its commitment to its clients and its exceptional service in adding value at every opportunity.

Business Development is also important to Lavan. Employees regularly give seminars or other presentations about the practice and this can involve using images, pictures, tables or graphs to highlight points of interest.

SOLUTION



Lavan’s copyright licence is crucial to ensuring it can share magazine articles, journal articles and powerful presentations with its customers in real time without infringing copyright.

The firms’ IP and Litigation Partner, Iain Freeman, says “As a law firm, it is important that we are compliant with our legal obligations. We can more readily share relevant information with our clients, who increasingly want to be kept informed; with the comfort that we are doing so properly.”

RESULT

Lavan’s Information Manager, Natalie McDonald, says “There’s no question about what an employee can or can’t use. Because we have the licence, we know we are free to use whatever is available.”

She says the licence is good value for money and she has also taken the opportunity to provide Continuing Professional Development for the company’s legal staff on ‘Copyright and what it means to you’, as well as including information in employee inductions. “We ensure copyright is in the front of our employees minds.”



“The licence reduces our potential exposure to copyright infringement because a high percentage of employees don’t necessarily think about copyright when forwarding information, sharing information within the organisation or externally, or sending attachments. By having the licence these daily workplace activities are copyright compliant.”

Iain Freeman

*IP and Litigation Partner
Lavan*