

BIRRING & BAGRI LTD

INTELLECTUAL PROPERTY & BRAND STATEMENT

Effective: September 2026 | Last reviewed: September 2026 | Next review: September 2027

1. Our Commitment

Birring & Bagri Ltd ("Birring & Bagri", "we", "us" or "our") recognises intellectual property as an important business asset and an integral part of the value, reputation and professional capability of the firm.

We are committed to protecting intellectual property developed, commissioned, acquired or lawfully used in connection with our business, while respecting the intellectual property and proprietary rights of clients, partners, suppliers, technology providers and other third parties.

This Statement explains Birring & Bagri's public approach to intellectual property, proprietary materials, brands and AI-assisted content.

2. Scope

This Statement applies to intellectual property and brand assets associated with Birring & Bagri's business and professional activities, including, where applicable:

- the Birring & Bagri name, identity and visual branding;
- trading names, programme names and initiative names;
- logos, marks, straplines and other brand elements;
- reports, publications and thought leadership;
- research, analysis and written materials;
- consultancy methodologies, frameworks, models and tools;
- strategies, concepts and proprietary approaches;
- proposals, presentations and templates;
- diagrams, graphics, illustrations and design materials;
- websites and digital content;
- event, conference and programme concepts;
- databases, compilations and structured information;
- audiovisual and other creative materials; and
- other intellectual or proprietary assets developed or acquired for Birring & Bagri's business.

3. Ownership and Control

Subject to applicable law, contractual arrangements and third-party rights, intellectual property created, commissioned, developed or acquired for Birring & Bagri's business is intended to be owned by, assigned to, licensed to or otherwise lawfully controlled by **Birring & Bagri Ltd**.

Where appropriate, Birring & Bagri may use contractual assignments, licences, confidentiality provisions, trade mark registration, copyright protection, contractual restrictions and other mechanisms to establish or protect its rights.

Nothing in this Statement is intended to assert ownership of intellectual property that lawfully belongs to another party.

4. Birring & Bagri Brand

The Birring & Bagri name, visual identity and associated branding represent the reputation and professional standing of the company.

Use of Birring & Bagri's name, logos, visual identity or other brand assets does not create any ownership, licence, partnership, endorsement, sponsorship or other right unless expressly authorised.

Third parties must not use Birring & Bagri branding in a manner that is misleading, likely to cause confusion or suggests an association, endorsement or commercial relationship that does not exist.

5. Brands, Programmes and Initiatives

Birring & Bagri may develop, establish, support or operate distinct brands, programmes, platforms, conferences, projects and strategic initiatives.

Names, identities, logos, concepts, programme structures and associated materials developed for such activities may constitute intellectual property or proprietary business assets of Birring & Bagri, subject to applicable law and any expressly agreed third-party rights.

The publication, presentation or external promotion of an initiative does not, by itself, place its underlying intellectual property in the public domain or grant third parties a right to reproduce or commercially exploit it.

6. Consultancy Methodologies and Professional Materials

Birring & Bagri's professional work may incorporate proprietary knowledge, methodologies, frameworks, models, structures, templates, processes, analytical approaches and other know-how.

Unless expressly agreed otherwise in writing, disclosure or delivery of such material as part of a proposal, presentation, discussion or professional engagement does not automatically transfer ownership of the underlying intellectual property.

Specific client rights concerning deliverables, background intellectual property, licences and permitted use may be established through the relevant engagement agreement.

7. Client Intellectual Property

Birring & Bagri respects intellectual property and confidential materials belonging to its clients.

Client-owned information or intellectual property made available to Birring & Bagri will not become Birring & Bagri property merely because it is used in connection with an engagement.

Ownership and permitted use of intellectual property created specifically during a client engagement will be determined by the applicable contractual arrangements.

Where Birring & Bagri's pre-existing methodologies, frameworks, know-how, templates or other background intellectual property are incorporated into a client deliverable, ownership of that underlying background intellectual property will not transfer unless expressly agreed in writing.

8. Third-Party Intellectual Property and Licensed Content

Birring & Bagri may lawfully use third-party intellectual property, software, photographs, graphics, fonts, templates, datasets, research, stock content, technology or other materials under licences, subscriptions, permissions or applicable legal exceptions.

Such use does not mean that Birring & Bagri owns the underlying third-party asset.

Third-party intellectual property remains subject to the rights of its owner and the applicable licence or contractual terms.

Birring & Bagri seeks to respect appropriate attribution, licensing and usage requirements when incorporating third-party materials into its work.

9. Artificial Intelligence and AI-Assisted Content

Birring & Bagri may use artificial intelligence and other digital technologies to assist with research, analysis, drafting, design, ideation, content development and other legitimate business activities.

AI-assisted material may also involve human direction, selection, modification, arrangement, refinement and professional judgement.

The legal status of intellectual property associated with AI-generated or AI-assisted material can depend upon the circumstances, applicable law and relevant technology-provider terms.

Birring & Bagri will therefore not assume that use of an AI system automatically creates exclusive intellectual property rights.

Instead, to the fullest extent permitted by applicable law and relevant contractual terms, Birring & Bagri will seek to **own, acquire, license or otherwise control the commercial and intellectual property rights necessary to use and protect material developed for its business.**

Where exclusive intellectual property rights do not arise or cannot vest in Birring & Bagri, we may rely upon other appropriate rights or protections, including contractual rights, licences, confidentiality, trade marks, branding rights and controls over proprietary business information.

Further information concerning our approach to AI is contained in our **Responsible Artificial Intelligence (AI) Statement**.

10. Technology and Design Platforms

Birring & Bagri may use third-party technology, design, productivity and content platforms in developing its business materials.

Use of those platforms is subject to the applicable terms, licences and rights associated with the relevant service.

Where platform-provided templates, stock materials, fonts, images, design elements or other third-party assets are incorporated into Birring & Bagri materials, ownership of those underlying elements remains subject to the relevant third-party rights.

Birring & Bagri's ownership or control of a finished business asset should therefore not be interpreted as an assertion of ownership over independently owned third-party components incorporated within it.

11. Commissioned Work and External Contributors

Where designers, consultants, contractors, associates, photographers, writers, developers or other external contributors create material for Birring & Bagri, we may require appropriate contractual provisions concerning intellectual property ownership, assignment, licensing, confidentiality and permitted use.

Payment for commissioned work will not be treated as a substitute for appropriate intellectual property arrangements where an express assignment or licence is required.

Birring & Bagri seeks to maintain an appropriate chain of title for strategically significant intellectual property assets.

12. Permitted Use of Birring & Bagri Materials

Birring & Bagri materials made publicly available may be accessed and used for legitimate informational purposes, subject to applicable law and any specific terms accompanying the material.

Reasonable quotation or reference may be permitted where lawful and where Birring & Bagri is appropriately acknowledged.

Unless otherwise permitted by law or expressly authorised in writing, publication of material does not grant permission to:

- reproduce substantial parts of proprietary material;
- republish or redistribute materials commercially;
- sell, license or commercially exploit Birring & Bagri content;
- present Birring & Bagri work as another person's or organisation's work;
- remove proprietary notices or attribution;
- adopt Birring & Bagri branding or initiative identities;
- falsely suggest endorsement, sponsorship or affiliation; or
- use proprietary materials to develop substantially derivative commercial products or services in circumstances that infringe Birring & Bagri's rights.

13. Trade Marks and Brand Protection

Birring & Bagri may seek trade mark or other formal protection for names, logos, brands, programmes, initiatives or other distinctive business assets where this is commercially appropriate.

The absence of a registered trade mark symbol should not be interpreted as a waiver of any rights that Birring & Bagri may have in a name, brand, logo or other asset.

14. Confidential and Proprietary Information

Not all Birring & Bagri intellectual property is publicly disclosed.

Internal methodologies, commercial strategies, business plans, research, know-how, client-related materials, concepts under development and other proprietary information may be confidential irrespective of whether formal intellectual property registration exists.

Unauthorised disclosure of confidential information does not automatically remove its confidential or proprietary character.

15. Enforcement and Misuse

Birring & Bagri reserves the right to take proportionate steps to protect its intellectual property, reputation and proprietary business assets.

Where we become aware of suspected infringement, unauthorised use, misrepresentation or misuse, we may seek clarification, request cessation or removal, pursue appropriate contractual remedies or take other legal action where justified.

We also encourage third parties who believe Birring & Bagri has inadvertently used material in a manner that infringes their rights to contact us so that the matter can be investigated appropriately.

16. Relationship with Website Terms

Use of intellectual property published through www.birringandbagri.com is also subject to our **Website Terms of Use**.

Where specific materials are supplied under separate contractual or licensing terms, those specific terms will apply to the relevant material.

17. Review

Birring & Bagri will keep its intellectual property and brand governance arrangements under review as the business develops and as relevant law, technology and commercial practices evolve.

This Statement may therefore be updated periodically.

18. Contact

Questions regarding Birring & Bagri intellectual property, requests for permission to use our materials, or concerns regarding potential infringement should be directed to:

Birring & Bagri Ltd

Website: www.birringandbagri.com

Email: info@birringandbagri.com

Birring & Bagri Ltd

Website: www.birringandbagri.com

General enquiries: info@birringandbagri.com