

*We don't believe in law as usual
For us, law is inspiring...*

Our story

A number of years ago, we decided that we could change the way legal services are delivered. That we could do them better. At gunnercooke, we believe the potential of our clients and our people rests with our ability to free the law and make it work as it should. Today, we attract passionate lawyers and advise with authority: every gunnercooke lawyer has a minimum 10,000 hours practising experience.

Flexibility, transparency and freedom guide everything we do. Flexibility for our people to work how they want. Transparency of cost for our clients because we removed time recordings and billable hours. Freedom for our people and clients to achieve their personal and professional aspirations.

We work with clients that believe tradition is there to be tested, not obeyed. Working together, we help them seek opportunities and push the boundaries of what's possible.

Providing a suite of corporate and commercial legal services, gunnercooke is one of the UK's fastest-growing challenger brands. Proud of what we have achieved, committed to doing more.



Michael Krantz

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Overview

What he's best at

Michael has an exceptional practice, in that he is primarily a planning and environmental lawyer, yet with a significant specialist experience in intellectual property. He frequently works with clients in the minerals and waste industry, giving him a deep expertise in this area.

Alongside this, Michael has practiced in intellectual property for over 30 years, expertise, which is a significant and almost unique strength when advising on energy from waste (EfW), in which he is able to simultaneously draw upon both planning and environmental and IP expertise.

In intellectual property Michael has experience in both contentious and non-contentious work, across the cycle of protecting, acquiring and exploiting intellectual property. His expertise extends to Internet and digital applications including website hosting agreements, e-commerce and computer games.

Who he works for

- Waste management businesses
- Renewable energy businesses
- Minerals operators
- Developers

Testimonials

"Michael gives us advice that is both incisive and pragmatic. Michael has, in our view, an unmatched attention to detail and provides us with clear and unambiguous advice, ensuring that we only take action when there are strong prospects of success and are fully aware of the possible downsides. The construction of his letters and arguments are the work of a maestro and we are delighted to have him on our side." Ralph Lindeyer, Chairman, CCL Compliance

Experience Highlights

Planning and environmental

- Obtaining the first planning permission in Oxfordshire for gasification EfW
- Licensing the IP relating to an advanced type of EfW technology
- Purchase agreement to acquire EfW gas clean-up technology from a foreign company

Intellectual Property

Non-contentious work

- Applications to register trademarks and designs both in the United Kingdom and in the (EU) Community Registries and also, in the case of trademarks, in many other parts of the world through what is known as the Madrid Protocol.
- The licensing of intellectual property rights generally including copyright (including copyright in computer programs), design right, performance rights, trademarks, patents and technological know-how.

Contentious work examples

- Acting for a defendant clothing manufacturer in a claim for breach of copyright brought against it by Ted Baker.
- Acting for a hotel management claimant in preventing Starwood Hotels from naming bars in their "W" hotel chain "living room" which it was claimed would infringe the claimant's trademark.