

*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.



Erika Morales-Perez

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Overview

What she's best at

A business savvy, bilingual and commercially astute corporate and commercial lawyer, Erika understands the importance of having commercially switched-on lawyers in a team and delivering excellent customer service having spent nearly a decade in business management before becoming a lawyer.

Erika is straight-talking and personable and works closely with her clients, investing time to understand their business needs. Erika is passionate about providing each client with practical

commercial solutions that meet both their legal needs and commercial objectives. She becomes part of the team and takes away the legal pains so business owners and executives can focus on their goals.

Erika is passionate about legal services being available to businesses of all sizes and has a policy of not 'reinventing the wheel' unless absolutely necessary. Erika is an entrepreneur herself and as such is wholly supportive of the need for clients to have certainty with regards to costs and works on a fixed fee basis for the services she provides.

Who she works for

- SMEs
- Business owners and startups

Testimonials

"Erika provides excellent on-going commercial advice, she identified an opportunity to not only protect a product that we had developed but also made us a large tax saving through the patent box scheme.

"Erika advised and registered design registrations and patents on brands which increased the value of business. This together with reviewing all our contracts, ensured we achieved our desired sale price when company was acquired in 2015. All in all, Erika delivered huge value to the business." Tim Noyes, Computers Unlimited.

Experience Highlights

- Acting on a £9m company sale to a corporate buyer.
- Acting for a pan-European £120m IT distributor in respect of all IP-related matters which to date has included national and international trademarks across multiple territories and advising on the tax-efficient patent box regime.
- Successfully advising, negotiating and closing a £6m tri-partite contract.
- Negotiating £630K settlement in £1.5m High Court Claim.
- Advising a client's Board of Directors comprising multiple corporate shareholders.
- Acting for Spanish-speaking clients in their UK business expansion.
- Acting for a company reversing into an AIM 'shell' company.