



Welcome to the January 2022 edition of *Upload*

Dear {First Name},

Welcome to the latest edition of *Upload*.

Technology in all its forms continues to reach into areas of life that we would not have imagined just a few years ago. More regularly we are seeing clients making significant changes to their businesses as they pivot towards the use of new tools to drive innovation and more efficient business processes – the latter is a key issue as reliance on human capital to do things the same way becomes more challenging. Technology is firmly rooted in our business and social lives, but COP26 brought into the foreground a greater role for technology in how we address the world's most pressing issue of climate change. Carbon sequestration was well-publicised, but just one of many technologies that will affect how we travel, store our data, heat our homes and feed ourselves. In this edition we look at legal issues that, to one degree or another, reflect this profound shift towards technology permanently embedded in all aspects of our lives.

We also take this opportunity to welcome [Chartered Trade Mark Attorney Laura Gardner](#) to Birketts' talented Intellectual Property Team. With more than seven years' experience in the field of trade mark law and intellectual property rights, Laura specialises in IP strategy for the protection and enforcement of national and international trade marks and designs. She drafts objections, oppositions, invalidation and revocation applications for submission at the UK IPO, liaising with foreign associates to do the same before the EU and other National IP Offices. Focussing on delivering clear and pragmatic advice, she has a passion for getting to know her clients' commercial needs and protecting the fruits of their labour. Before joining Birketts, Laura worked and trained at M.J.P. Deans in Farnham, having previously spent 10 years in media and arts administration, predominantly at the BBC.

We hope you find the content interesting and relevant and, of course, please let us know if there is any particular issue you'd like to discuss or you'd like us to address in future editions.



[Adrian Seagers](#)
Partner
(0)1223 326613
[Email](#)

Featured articles



Carbon Offsetting - an important tool that needs sharpening?

A simple concept, but one that seems to divide opinions in the way that it is being implemented.

[Read more](#)

Worth the wait? The long awaited decision on *Lloyd v Google*

This was a representative data protection claim for damages for loss of control over data.

[Read more](#)



Smart contracts

What kind of a world would we be living in if we had contracts which could automatically be created, executed and enforced?

[Read more](#)



Neighbourhood Watch

A judge has ruled that a householder's use of video and audio devices have breached a neighbour's data protection rights.

[Read more](#)



Birketts wins at Central & East Dealmaker Awards

Insider Media has named Birketts among the winners at its Central & East Dealmaker Awards for the fourth year running.

[Read more](#)



Liability in automated vehicles

The Law Commission are undertaking a review of what changes are required to support the reality of AVs in the UK.

[Read more](#)

