

Press Release: Couchman Harrington and Empics Combine Forces on New RightsClear Offering

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Image rights and IP specialist lawyers Couchman Harrington Associates (CHA) and leading photographic agency Empics are delighted to announce their collaboration on the new intellectual property and image rights clearance service, RightsClear.

RightsClear is provided by CHA and offers help to those seeking legal guidance or content clearance in relation to their proposed use of imagery and other content:

RightsClear Total: A straightforward clearance service. No legal advice - just ask CHA to clear a property with the relevant rights holders and they will do it.

RightsClear Snapshot: For a fixed fee of £350 plus VAT, CHA will briefly review the material you propose using and will indicate if there are any areas that they believe may create legal risks for you. They will also provide simple, straightforward advice as to the basic steps you can take to manage any such risks.

RightsClear Legal: This package is a beefed up version of RightsClear Snapshot for those who require more in-depth and tailored advice.

RightsClear Insure: CHA will put you in touch with specialist IP insurers who will review your needs and, if required, suggest a suitable policy for you.

Empics can offer RightsClear to all picture buyers needing advice on image licensing. Account managers are on hand to advise customers on the benefits of the service and help with picture searches, from the extensive news, sport and showbiz photography archive.

Senior CHA solicitor Nick White said, “We believe the RightsClear offering, with its three key elements of content clearance negotiation, fixed fee legal advice, and specialist IP insurance is unique. We are extremely pleased to be working with a content agency of Empics’ calibre and are looking forward to helping their customers find solutions in what can be a very tricky area.”

David Williams, Empics' Business Development Director, agreed: "RightsClear gives commercial customers in particular, the peace of mind they need when running campaigns. The Couchman Harrington team provides legal advice and clearance, so clients don't need to pull an advert at the last minute. A couple of clients are already receiving advice and we'll be actively promoting the service for the rest of the year."

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www.rightsclear.co.uk

www.couchmanharrington.com

www.empics.com

Couchman Harrington Associates is a commercial law firm offering specialist legal advice to the sports industry. The leading independent legal directories say the following about the firm:-

"Remarkably successful at a time when other firms have been looking to exit the sports market...winning business model" (Legal 500)

"The achievement of this firm is incredible ... it has made a huge impression in the market ... the country's number one sports law boutique" (Chambers Directory 2006)

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