



Lyndsay Gough

Consultant Solicitor

Jurisdiction: England & Wales

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Overview

Lyndsay, who retrained as a lawyer following a career as a Commercial Manager within a plc, has broad-ranging commercial experience. She has specialist skills in IT, ecommerce and intellectual property law and she created an intellectual property course for BPP Law School.

Lyndsay has provided me with support and guidance on a number of projects. On each occasion I have found her advice to be of great use providing a balanced, clear, and considered solution to the issue at hand. Very sound.

Nigel Hurn, Director of Strategy Management
Winning Moves

Lyndsay is a dedicated and hardworking and has proved to be an invaluable resource to Coalition for more than 12 years.

Dima Khayatt, Director
Coalition Development

Lyndsay was an ideal partner in a drawn-out negotiation: patiently nailing issues down, getting drafting done properly, standing firm when necessary but not getting in the way of getting the deal closed.

David Brackin, Director
Stuff U Sell

The reason why we work with Keystone Law is that we know we're getting the most experienced advice and not being passed onto someone junior. With Keystone Law's brilliant business model, we're also not paying for lavish

offices, so it's good value. Lyndsay is a pleasure to work with - she's available, quick, upfront and mindful of costs. Perfect for a small and growing business such as ours.

Rebecca Boyle Suh, Executive Chairman
Artis

Expertise

- Terms and conditions of trade
- Joint venture and collaboration agreements
- Manufacturing, purchasing and supply agreements
- Agency, distribution and advertising/marketing contracts
- Franchise agreements
- Confidentiality/non-disclosure agreements
- Limitations and exclusions of liability
- Consumer protection and distance selling
- Data protection registration and compliance
- Advice on application for chartered status
- Partnership and Joint Venture Agreements
- Audits of IPR development, protection and exploitation
- Branding strategy and trade mark portfolio protection and licensing
- Registering, charging and assignments of IPR
- Protection of know-how and confidential information
- Product endorsement and sponsorship
- Research and development and collaboration agreements
- Due diligence advice for corporate sales and acquisitions
- Audits of the procurement and supply of IT systems
- Software licence and maintenance agreements, hardware and technical support agreements and escrow arrangements
- IT outsourcing/disaster recovery arrangements and facilities management
- Systems integration and transitional services agreements
- Software design, development and distribution agreements
- Website design, hosting and content agreements
- Website terms and conditions and privacy policies
- Employee internet and email policies.

Cases

- Advising an international company (in the Standard & Poor's group) on the supply of its business intelligence and benchmarking services to international banks/financial institutions. Negotiating Master Services Agreements with clients and advising on data protection, intellectual property and confidentiality issues.
- Liaising with the Privy Council for some years to gain chartered status for the Trading Standards Institute,

achieved via a royal charter printed on vellum and sealed in wax by HM The Queen. Advising the now Chartered Trading Standards Institute on commercial contracts.

- Acting for an international toy and games company, providing ongoing assistance for all commercial agreements, including manufacturing, sales and commercial agency contracts.
- Advising an international tools manufacturer and distributor on ad hoc legal issues relating to its sale of products for commercial, industrial and consumer use.
- Working with a company promoting learning in schools via the use of the performing arts. Drafting and negotiating contracts with schools, specialist teachers/performers and collaborating partners.
- Assisted a London arts materials business with contracts to license its brand and business method in the Middle East.
- Providing contractual input to a chain of milkshake bars, including drafting and negotiating international franchise agreements.
- Working with a company with patented technology to monitor body sensor data to understand the user's state of mind and body. Drafting collaboration agreements with medical specialists to monitor brainwave patterns of app users to deliver tailored coaching sessions.
- Assisting an ethical apparel company with contractual documentation for it to create a network of factories in Africa to deliver quality, cost-competitive clothing to its corporate clients.
- Drafting software licensing and support contracts for a specialist veterinary practice management software company.
- Assisting a European food company with its contracts for in-store Asian food concessions within UK supermarket chains.
- Providing pre-launch documentation for a luxury leather bags retailer, including manufacturing agreements, consumer terms and privacy policies.
- Drafting contracts for an online restaurant booking service for tour operators.
- Providing commercial input and legal assistance to an award-winning specialist in hospitality corporate clothing, supplying exclusively-designed uniforms for high-end hotels, restaurants, facilities and management services and corporate events.

Recognition

Listed in the Legal 500 UK 2015 as a 'commercial specialist' with a 'quality client following', as part of the Keystone team that has 'good knowledge and fast responses and is very good value for money'.

Career

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| 2004 | Keystone Law <i>Consultant Solicitor</i> |
| 2001-2003 | Reed Smith <i>Associate Solicitor</i> |
| 1997-2001 | Charles Russell <i>Solicitor</i> |
| 1993-1997 | Blake Laphorn <i>Trainee Solicitor then Solicitor</i> |
| 1995 | Qualified as a Solicitor |

