

Emma Ball

Partner

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About Emma

Emma Ball is a partner in our Intellectual Property & Technology Practice based in our Manchester office. She has broad experience in drafting, negotiating and advising on commercial agreements, including distribution agreements, agency agreements, supply agreements, manufacturing agreements, outsourcing agreements and large-scale IT procurements. She regularly advises on non-contentious intellectual property matters, including IP licensing, assignments and collaboration.

Emma has particular expertise advising the hospitality, leisure and travel industry. She has first-hand industry experience working in-house for three years at MyTravel Group Plc and then Thomas Cook upon their merger. During this time, she was responsible for the approval of sales and promotional materials generated by the tour operating and retail businesses, data protection compliance, travel and consumer law compliance, and frequently gave advice on general commercial contracts and operational and trading issues of the business. She advises clients in the hotel and leisure industry on various commercial matters, including franchise agreements, hotel management agreements and brand licensing agreements.

Following outstanding client feedback, Emma was named as a star lawyer in the Acritas Stars™ global database, 2019: "Emma dug us out of a hole when we were in a very difficult place and was endlessly patient with our queries. She dealt with us in an efficient, effective manner, and helped head off a very difficult situation."

Emma has undertaken numerous client secondments during her time with the firm, giving her a valuable insight into their key commercial functions and operations.

Experience

- Lead external legal adviser to a global vending machine business on its acquisition of the UK full-service vending business of Coca-Cola. Advising the client and leading on the negotiations of the key legal documents, including a business purchase agreement, equipment lease agreement and product supply agreement.
- Advising a private healthcare company on the purchase of two multimillion-euro portable clinical trailers.

- Advising a European hotel group on its operating agreements, technical services agreements, brand licensing and centralized services agreements.
- Acting for a well-known luxury department store on the procurement of an IT solution together with payment processing services for online, app and in-store sales.
- Advising a major high street bank on the purchase of two multimillion-pound business critical mainframe servers.
- Advising a leading technology expert in the field of commercial vehicles on the commercial exploitation of proprietary technology and intellectual property via a joint venture strategic alliance.
- Advising a hotel group on the procurement of a reservation and property management software system together with hosting and maintenance services.
- Advising a French pharmaceutical company on the acquisition of marketing authorizations and other assets relating to a medical over-the-counter product to enable commercial exploitation of the product in France and Belgium.
- Advising and project managing multinational legal advice for a suite of terms and conditions to be used across multiple European jurisdictions for the sale and procurement of goods and services for two international clients.
- Advising an international manufacturer and supplier of gym equipment on the appointment of distributors throughout the EU and drafting the contractual documentation to govern the arrangement.

Credentials

Education

- College of Law, York, Postgraduate Diploma, Law, 2002
- University of Leeds, LL.B., (Hons), 2001

Admissions

- England and Wales, 2004

Expertise

Services

- Intellectual Property & Technology

Industries

- Hospitality & Leisure
- Life Sciences

About our firm

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.