**Stobbs and LMCA Partner to Deliver a Groundbreaking Brand Extension Service Offering**

**(New York and Cambridge – May 9, 2022)**

Cambridge-based, brand-focused law firm, Stobbs, is entering a unique partnership with international brand licensing agency, LMCA, to further strengthen their Brand Extension function as part of its holistic and strategic approach to brands, known as Intangible Asset Management. This is another very significant step in Stobbs’ ambition to become the world’s leading brand advisory company.

Stobbs and LMCA will partner to drive LMCA’s brand licensing business in Europe – which represents a key pillar of LMCA’s global expansion. For Stobbs, the move will enable the company to expand its comprehensive licensing offering to brands alongside its leading expertise in trademarks, brand valuations and online brand enforcement, amongst others. The new partnership will continue and expand both companies’ ability to deliver brand extension services for leading multinational brands.

Julius Stobbs, Founder and Principal of Stobbs commented, “I am thrilled to be partnering with LMCA, an agency with wide-ranging experience and expertise in building global brand licensing programs that support long-term brand growth. Brands need a range of solutions to the many challenges their brands face, far beyond traditional IP and trademarking. We are constantly striving to improve our offering and ensure that we are able to offer leading solutions.

“As part of the range of functions that make up Intangible Asset Management, a key capability is in brand extension, and how clients can leverage their highest-value asset not just for pure commercial gain, but also as a mechanism to strengthen and protect the brand itself. Our partnership with LMCA will further build our global capability in brand extension and in Intangible Asset Management and we look forward to discussing the associated opportunities with our clients.”

Ciarán Coyle, CEO of LMCA added, “This is a very exciting alliance coming in LMCA’s 35th anniversary year. The combination of LMCA’s global strategic brand licensing capability and Stobbs’ extensive trademark and IP service provision will deliver a comprehensive and compelling offering to both new and existing clients of both organizations. This is all about enhancing the services we provide our clients globally. Stobbs is at the cutting edge of holistic and strategic brand management with its breadth of capabilities addressing all brand-related issues, including trademark portfolio management, online brand enforcement, anti-counterfeiting solutions and brand valuation. We are proud to be partnering with them.”

Esther Jolley, currently IA Director at Stobbs, will lead the new initiative in Europe as Managing Director, reporting jointly to Coyle and Stobbs. Jolley, an expert with 20 years’ involvement in the brand licensing industry, has extensive experience on both agency and licensee sides of the business, working with some of the world’s leading brands including Procter & Gamble, Coca-Cola, Jaguar Land Rover, Mercedes-Benz, Hershey’s and Harley-Davidson.

The new partnership will have offices in both Cambridge and London, UK.

**ABOUT STOBBS**

Stobbs Intangible Asset Management is a leading Intellectual Property firm with 170 staff across offices in Cambridge, London, Dublin and Munich, acting for some of the world’s leading brands, with the aim to be the world’s leading brand advisory company.

Stobbs is a Legal 500 Tier one firm, an MIP UK Trademark Contentious Matters winner 2021 for the second year in a row, and WTR UK Trademark firm of the year 2020.

www.iamstobbs.com/

**ABOUT LMCA**LMCA is a global brand extension agency dedicated to building transformative licensed partnerships that add value, create revenue and support our clients' overall strategy and missions. For over 35 years, we have planned and managed brand licensing programs across a wide range of industries and markets, creating meaningful brand products and experiences that deliver impactful results. For more, visit us at [www.lmca.net](http://www.lmca.net)

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