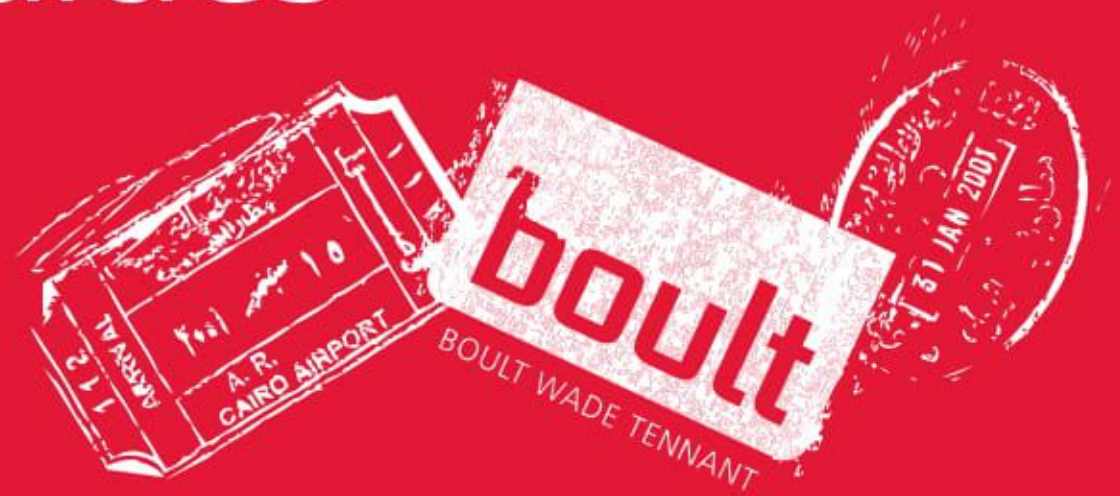




BOULT WADE TENNANT

Boult Wade Tennant Our values



Who is Boulton Wade Tennant?
What do we stand for?
That's where our values come in.
They help define the firm and
shape our decision making.



How did we get here?

Our shared journey began with a staff survey conducted so we could gather information on perceptions, feelings and opinions. We knew that deeply held views existed within the firm and we wanted to hear the opinions on what these were.

What we learned along the way

The results of the survey showed that our employees believed great things about the firm. In their own words Boulton Wade Tennant meant: professional, expertise, quality, respectable, friendly and approachable. They told us that they cared about fellow colleagues and clients – they were not just business associated these people genuinely mattered to them.

Where has this taken us?

Our employees' opinions have helped to confirm the firm's values and also helped us express them in a more dynamic way. These now act as a guide for the firm as we move forward together on the next stage of our exciting journey.

Moving forward together

These values do not belong to a select few. They have been agreed by all employees as fundamental elements of our corporate culture. Our values stand for who we are: Boulton Wade Tennant.

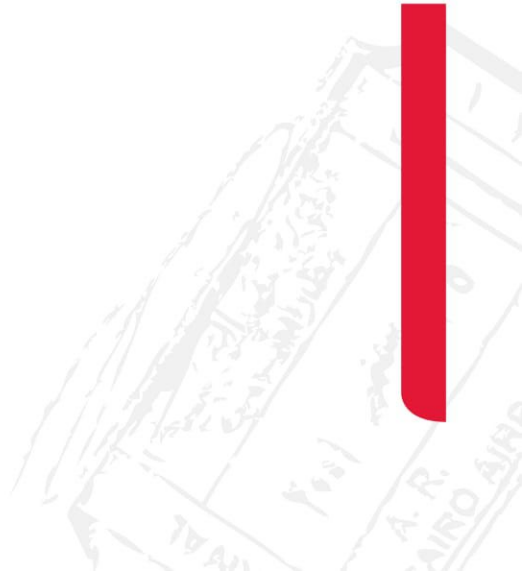
We delight



Value: We deliver on our promise of providing a quality service to our clients.

People are at the heart of the service we provide. That is how we can relate to our clients' needs with thought, care and understanding. By getting alongside we are able to guide them to the most appropriate and cost-effective solutions.

As a result, we aim to do more than just please our clients. We aim to delight them.



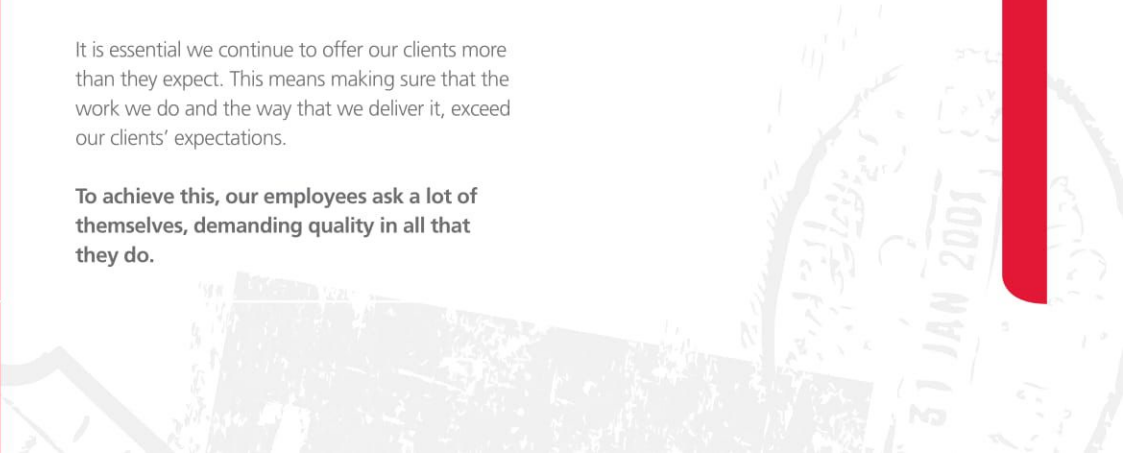
We exceed



Value: We provide patent and trade mark advice of the highest quality.

It is essential we continue to offer our clients more than they expect. This means making sure that the work we do and the way that we deliver it, exceed our clients' expectations.

To achieve this, our employees ask a lot of themselves, demanding quality in all that they do.



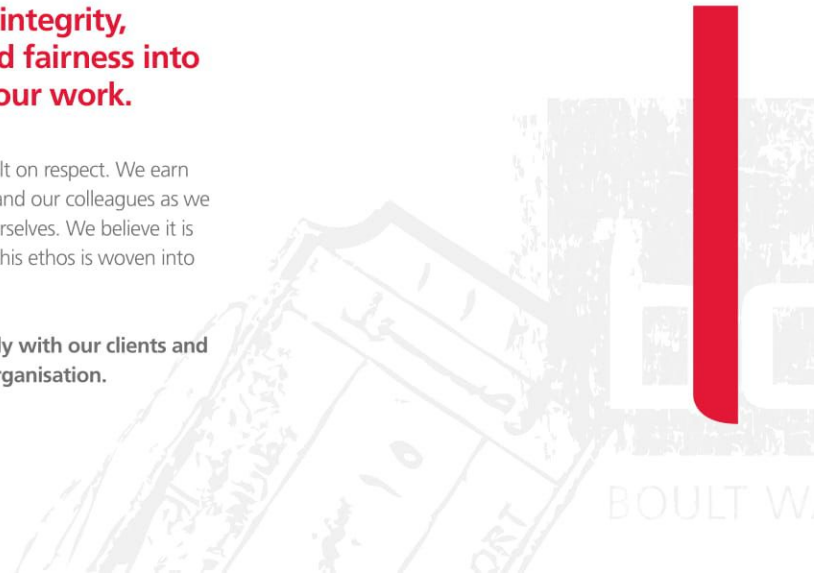
We respect



Value: We build integrity, transparency and fairness into every aspect of our work.

Strong relationships are built on respect. We earn this by treating our clients and our colleagues as we would like to be treated ourselves. We believe it is the only way to work and this ethos is woven into the culture of our firm.

It helps us to work closely with our clients and more cohesively as an organisation.



We strive



Value: We continually challenge ourselves to find better ways of working.

Our team are never content to rest on their laurels. Only by striving for continuous improvement can we remain at the forefront of the IP field. That is why we are continuously looking for new ways to provide our clients with the expert advice necessary to meet their ever-changing needs.

This is a challenge but one that we are more than happy to meet.



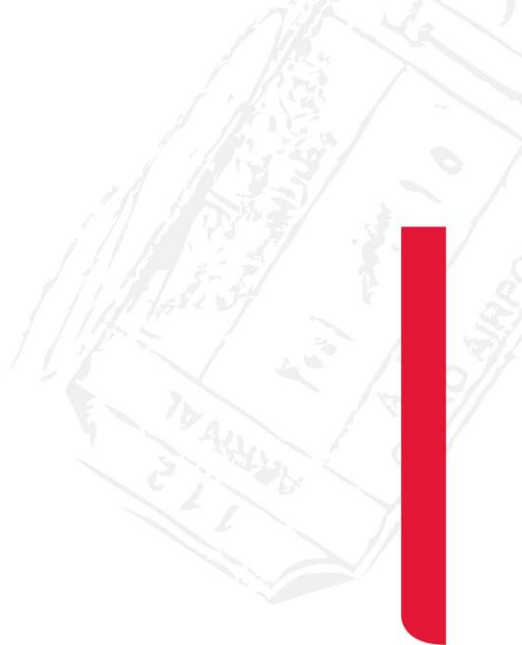
We care



Value: We go out of our way to have a positive impact on society and the environment.

Our Corporate Social Responsibility policy helps us manage how our activities affect the wider community and the environment. It lays down principles and identifies opportunities for us to make a difference.

By undertaking pro bono work and finding ways to reduce our environmental footprint we demonstrate that we care about the world around us.



We are Boult Wade Tennant



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