

PROPOSAL

GLAISYERS

ETL  
GLOBAL

FUTURE  
IS CREATIVE

# Creative Digital Marketing



“  
It's who we are.  
It's what we do.  
And it's exactly  
who we serve.

No, seriously... we get you...



# INTRODUCTION

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The Glaisyers ETL team truly gets what it's like to run an SME. We understand that they form the backbone of the economy, and we know firsthand the unique challenges that come with building and growing these businesses.

From our home in Manchester's bustling Spinningfields with additional offices in Liverpool, we're embedded in the heart of the region's business community, meaning we know exactly who we're representing.

We're not about one-size-fits-all solutions or legal jargon that confuses more than it clarifies. We cut through the complexity to give you clear, actionable advice that fits your budget and your timeline.

Because at the end of the day, our success is measured by yours.

# WHO WE ARE.

Our Creative, Digital, and Marketing team stands at the forefront of the legal challenges faced by modern businesses in these sectors. Whether it's safeguarding intellectual property, navigating complex commercial agreements, or managing media-related risks, we bring expertise, experience, and a proactive approach to every client relationship.

*Choosing Glaisyers ETL means partnering with a firm that understands your business, speaks your language, and works tirelessly to achieve your objectives.*

Our specialist Creative, Digital, and Marketing team have lived experience in the creative sector, and are excited to support your growth and success:

# MEET THE TEAM.



## **Steve Kuncewicz** Partner

Steve is a nationally recognised expert in Creative, Digital, and Marketing law with over 15 years of experience advising businesses of all sizes.

Known for his strategic thinking and hands-on approach, Steve has built a reputation as a trusted advisor to marketing agencies, digital innovators, and creative enterprises.

His deep knowledge of IP protection, media law, and commercial contracts ensures that his clients receive actionable, business-focused advice.

[!\[\]\(0aff635c4179ba9e710b00f4b01d3b20\_img.jpg\) Connect with Steve on LinkedIn](#) [!\[\]\(29658d981ebdf5edc259074cbf6110e0\_img.jpg\) Steve.Kuncewicz@glaisyers.com](mailto:Steve.Kuncewicz@glaisyers.com)

## **Peter Pegasiou** Solicitor

Peter brings a fresh perspective to the Creative, Digital, and Marketing team with his keen insight into the challenges facing SMEs in this space.

With a background in intellectual property and marketing law, Peter's expertise lies in crafting robust legal frameworks that allow businesses to flourish.

His attention to detail and pragmatic solutions make him an invaluable resource for clients navigating complex legal issues.

[!\[\]\(47734e4656765d20df4fdbd5b7aff048\_img.jpg\) Connect with Peter on LinkedIn](#) [!\[\]\(effba44ea72cb8c77bdc1dac75561f86\_img.jpg\) Peter.Pegasiou@glaisyers.com](mailto:Peter.Pegasiou@glaisyers.com)

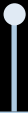


# WHAT WE DO.

The Creative, Digital, and Marketing team has a proven track record of delivering high-quality legal support in areas such as:

Drafting, negotiating, and advising on commercial contracts tailored to the unique needs of digital and creative enterprises

01.



Providing robust media law guidance, including defamation defence and reputation management strategies

03.

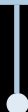


Advising on the legal aspects of digital campaigns and marketing initiatives, including influencer agreements and platform compliance

05.

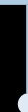


02.



Protecting intellectual property through copyright advice, trademark registrations, and resolving disputes related to passing off

04.



Assisting marketing agencies with bespoke contracts, ensuring compliance with regulatory requirements, and safeguarding creative outputs

# EXAMPLES OF Our Work



- 01.** Assisting a leading regional marketing agency with IP ownership disputes



- 02.** Advising a digital startup on a suite of commercial agreements to support their growth



- 03.** Successfully defending a client against a high-stakes defamation claim in the media sector



- 04.** Guiding a creative business through the process of licensing their content to international distributors



- 05.** Structuring influencer and brand partnership agreements for a nationally recognised marketing agency

# NEXT STEPS.

## Initial Consultation

Contact us to arrange a no-obligation consultation to discuss your legal needs and how we can support your business

## Scope of Work

Following our discussion, we will provide a detailed engagement letter outlining the scope of work, timelines, and fees

## Engagement

Once you have reviewed and agreed to our terms, we will begin work immediately to address your requirements

“At Glaisyers ETL, we are deeply grateful for the opportunity to partner with you on your journey. Your trust in us is something we do not take lightly, and we are committed to providing you with the highest level of service and expertise.

**We look forward to helping your business succeed.**

To take the next step, please contact us at:

✉ [hello@glaisyers.com](mailto:hello@glaisyers.com)

🌐 [www.glaisyers.com](http://www.glaisyers.com)

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