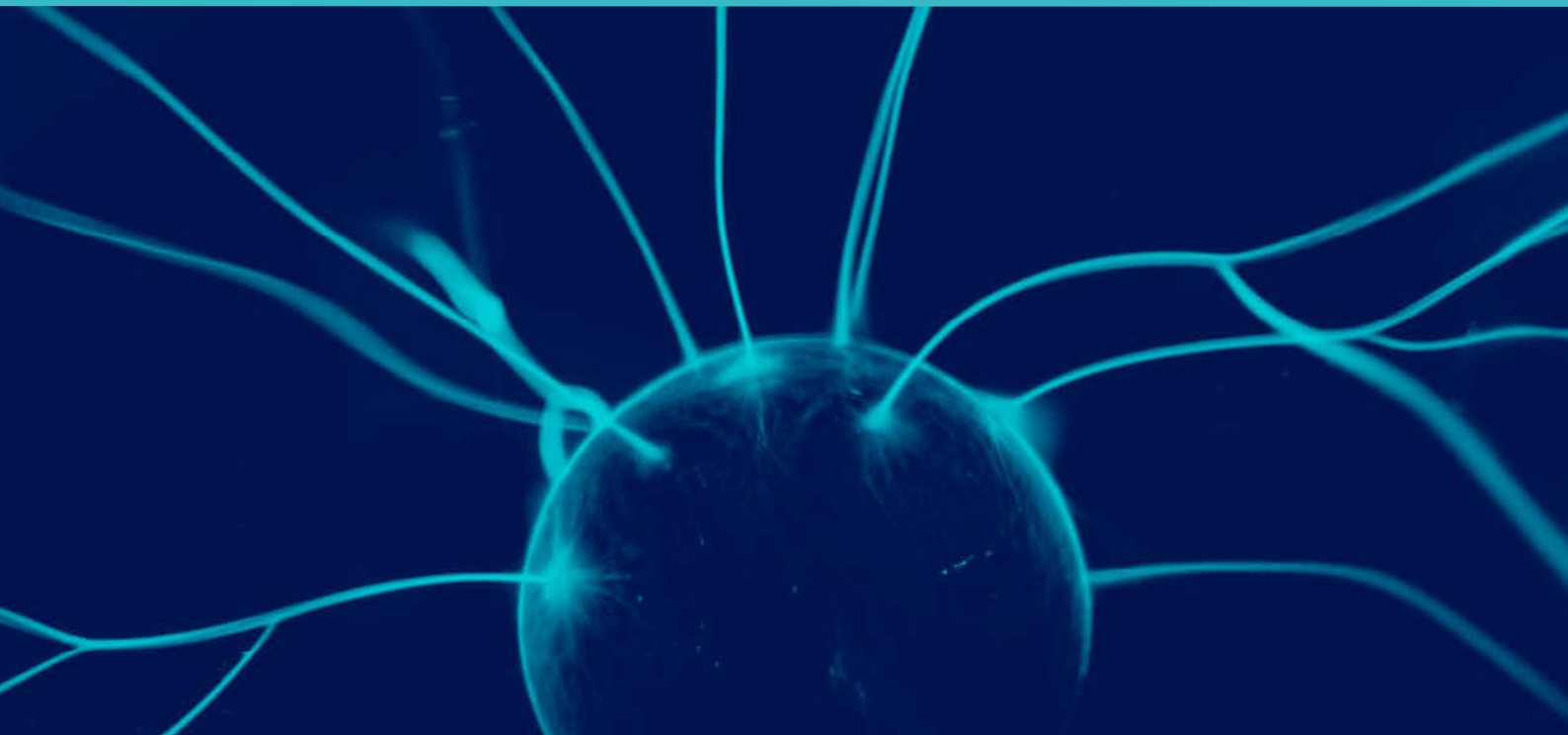




Intellectual Property



**UNDERSTANDING YOUR REQUIREMENTS.
EXCEEDING YOUR EXPECTATIONS.**

OUR INTELLECTUAL PROPERTY SERVICES

At Affinity, we guide international entrepreneurs, performers, and businesses through the intricate world of Intellectual Property (IP) and Royalty Rights management. Our comprehensive suite of services addresses the rising importance of intangible assets, from personal image rights to trademarks and sponsorships.

Your IP assets are invaluable, with the potential to trade, strategise, and deter competition. Whether you're navigating IP registration, licensing, or looking to optimise your earnings potential and strategy, our experienced team offers bespoke solutions to secure your IP interests. We're committed to maximising the value and impact of your intellectual assets, providing the assistance you need to manage them effectively.

OUR SERVICES

- Bespoke IP Consultancy
- IP Registration
- IP Corporate Structuring
- VAT, Compliance, and Administration
- IP Strategy and Licensing Advice





AFFINITY IN ISLE OF MAN

The Isle of Man offers...

- Sophisticated infrastructure for efficient Intellectual Property Rights (IPR) management.
- An efficient, robust Intellectual Property regime.
- IP protection aligning with the UK and EU.
- Modern, international standard-compliant Intellectual Property Rights.
- Automatic IP protection for UK Intellectual Property Office registrations.
- Participation in key international IP treaties via the UK.
- A stable political, legal, and economic environment.
- Global recognition as a financial centre and regulated jurisdiction.
- 0% capital gains tax, wealth tax, or inheritance tax.
- A standard tax rate of 20%, with tax-free allowances.

AFFINITY IN MALTA

Malta offers...

- Tax exemptions on income and royalties from patented inventions researched and developed outside Malta.
- A step-up provision for migrated foreign IP, allowing valuation at fair market price.
- IP rights amortisation over three years based on new fair market value.
- No withholding taxes on royalty payments to licensors outside Malta (with conditions).
- An extensive network of double tax treaties offering minimal withholding taxes on incoming royalties.
- Licensing agreements enabling utilisation of foreign IP rights within the EU.
- Additional tax refund possibilities for direct IP rights holders, further reducing net effective tax.
- Flat Rate Foreign Tax Credit (FRFTC) provision to lower net tax charges.
- A stable political, legal, and economic environment within the European Union.
- A favourable tax regime with the potential for effective corporate tax rates as low as 5%.
- No inheritance tax, estate duty, or wealth tax.





AFFINITY IN CAYMAN ISLANDS

The Cayman Islands offer...

- A modernised legal framework for enhanced intellectual property (IP) protection.
- A stand-alone trademark system, not requiring UK or EU first registration.
- An extension of industrial design rights protection.
- The Special Economic Zone (SEZ) for IP-intensive businesses, fostering growth.
- Exempted company structure benefits - no regulatory approvals, resident directors, annual audit, or shareholders' meeting.
- More flexibility for profit distributions as dividends.
- Commercial confidentiality for IP assets through non-public financial statements and accounts.
- Stable political, legal, and economic environment.
- A world-class financial centre, leading in trust and investment vehicles.
- No tax on remunerations, corporate income, or share transfer registrations.
- 0% income tax, inheritance tax, withholding tax, or capital gains tax.
- Close proximity to the United States.



OUR INTELLECTUAL PROPERTY TEAM



Andy Morgan
Group CEO



Alex Gardner
Group COO



Eliza Rayner
Business Development Executive

OUR STORY

Our story dates back to 2004, when we formed in the Isle of Man. Yachting was our sole focus, and we grew with the success of the Isle of Man's new superyacht register.

We quickly developed relationships with clients who demanded attention to detail and excellent service. Through meeting their expectations, we won and retained business. As a result, many from 2004 are still with us today. We evolved as our client requirements changed and as opportunities opened in other jurisdictions. Our diversification has allowed us to further our relationships with many key clients, as we have worked together across several sectors, including aviation, corporate services, commercial and residential property, eGaming, fintech, and trusts.

In 2019, Affinity was acquired. A young and dynamic leadership team with a new vision surged innovation into the Group's brand, and harnessed a new strategy to push diversification and exploration into niche and emerging sectors. The result, a transition from the traditional, a contemporary brand reflecting our diverse offering; one that stands out in the luxury asset sector, yet fits in with our emerging sectors.

Our new leadership team has overseen a period of unprecedented growth. In 2020 we rebranded to Affinity Group, as we opened an office in the Cayman Islands. Yachting remains an integral part of what we do.

WHY AFFINITY?

Our team hold the necessary skills to manage your Intellectual Property.

With offices in the Isle of Man, Malta, and the Cayman Islands, we are able to facilitate engagement with Island based financial, legal and technical partners, and can establish entities through a number of jurisdictions. We take care of the management and administration of structures and provide a comprehensive range of services.

We pride ourselves on our knowledge of the industry, our high standards of confidentiality and risk management skills which offers our client and our intermediaries' peace of mind.

TALK TO US

We are ready to support you with your Intellectual Property requirements. Please get in touch if you would like advice or to speak to one of our experts.

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**A PERSONAL APPROACH TO CORPORATE,
DIGITAL & PRIVATE WEALTH SERVICES**



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