

## Background....

ZigZag Global operates a returns platform, allowing retailers and delivery carriers to streamline and systemise their returns process. They deliver such services to transform returns policies for retailers globally. This platform allows retailers/delivery carriers to streamline and systemise their own returns process. They are essentially the backend system that runs the returns processes for the likes of boohoo and Topshop.

They were thriving when we first spoke with CEO Al Gerrie, making significant changes in the world of retail by improving return sustainability. However, the business was dealing with the detail of client contracts on their own, meaning they were running legal risk and stretching themselves too thin. ZigZag Global also had some trademark protection in place, but this wasn't as extensive as it could have been.

## How we helped...

After having the initial 15-minute legal health check with Al, we started helping with some major client contracts for the business. This has involved reviewing contract drafts, running conference calls and getting client contracts over the line - all crucial for a growing business, but something that takes a lot of time and resource. This has reduced legal risk and freed up some internal resource within ZigZag Global to allow them to focus on running the business.

We have also helped ZigZag Global ensure they have sufficient and extensive trademark protection in place, to fully protect their brand, and protect their brand by dealing with trademark oppositions.

## Looking ahead...

By having us come on board to deal with the legal work, this has meant they have learnt to scale and grow in the right way. We continue to deal with their ongoing legal requirements on a day-to-day basis and hope to have them as a client for a long time.

**“ Babs has been great to work with since day one. She took time to understand our business model and has been flexible, diligent, prompt and attentive throughout. Despite being an external resource, we feel like she is one of the team and we love working with her. Totally recommended.**

= Al Gerrie, CEO of ZigZag Global



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