



IP Transactions

THE WORLD'S
LARGEST FULL-SERVICE
IP PRACTICE

LOCALLY RANKED
IP PRACTICE IN **95%**
OF OUR MARKETS

UNIQUELY, WE HAVE OUR
OWN IN-HOUSE ECONOMISTS
TO VALUE IP TRANSACTIONS

WHAT WE DO

TRANSACTIONS

We act on IP heavy acquisitions, disposals, joint ventures, re-organisations, sponsorships and franchising.

IP/TAX INTERFACE

We act on tax-driven IP restructurings and migrations; transfer pricing analyses and advise on IP/tax strategy.

SECURITY OVER IP

We advise on financial arrangements where security is taken over IP.

IP IN INSOLVENCY

We advise on IP issues arising in insolvency situations.

WHY WE ARE DIFFERENT

Size & Reach

We're the world's largest full service IP practice, bringing together in-market IP expertise at the local level, with cross-border transactional experience and perspective. This delivers global expertise with centrally coordinated consistency.

Innovative

We work collaboratively across IP, M&A and tax to deliver some of the most innovative customised solutions seen in the transactional IP space.

Knowhow

We investment in client know how, including our Employee Creations Handbook, Trademark Recordal Solutions Platform (T-Recs) and Patent Recordal Solutions Platform (Pat-Recs).

Smart Working

To ensure efficiency and seamless delivery of our legal services, we have dedicated legal project managers who work closely with our legal teams and clients.

ASK US ABOUT...

Global Tax Dispute Resolution & Transfer Pricing Handbook (*Available at <http://taxshare.bakermckenzie.com/>*)

BakerOnline • Legal Project Management • Pat-REC • T-RECS

Visit <https://globalipsuite.bakermckenzie.com> to learn more about our value added services

**WE ARE A TRANSACTIONAL
POWERHOUSE LEADING AND
CLOSING THREE DEALS A DAY**

**WE RUN BRAND DISPOSAL
TRANSACTIONS FOR ONE OF THE
WORLD'S LARGEST FMCG
COMPANIES**

**CHAMBERS HAS RANKED
US BAND 1 GLOBALLY FOR
IP: 2009 - 2020**

"Heavyweight global practice in the IP sector with significant experience on all manner of trademark matters, such as registration, enforcement and brand management. Offers additional expertise in patent litigation and prosecution, as well as in IP transactions. Has further expertise in anti-counterfeiting programmes, as well as trade secrets and rebranding projects. Represents clients in a wide range of sectors including pharmaceuticals, media and technology. Strong market presence in Europe, with revered positions in the Asia-Pacific region and USA." CHAMBERS GLOBAL

Baker McKenzie is "ahead of other international IP firms in providing truly robust global portfolio management solutions" and can "assemble a team appropriate to the individual case." LEGAL 500

"Global powerhouse held in high regard for its work on trademark registration and enforcement. Adept at handling patent litigation for international clients in the consumer goods and technology industries, along with copyright and anti-counterfeiting matters. Further strengths include cross-border IP transactions and unfair competition matters, registry proceedings and portfolio management." CHAMBERS EUROPE 2019



Chambers Global



IAM Patent & World Trademark Review



IAM Patent 1000



Managing IP

Advised a global healthcare company operating in more than 150 countries on a number of global transactions, including acquisitions and a planned sale of a business line, global trademark and patent due diligence, global portfolio analysis and normalization of ownership and a global review and evaluation of complex licensing arrangements.

Acted as exclusive counsel to one of the largest food manufacturers in the Middle East and a global leader in premium chocolate on the sale of its retail and distribution operations in four markets in Asia.

Advised an American fast food Fortune 500 company on the set-up of a master franchising structure, the review and negotiations of the relevant master franchise and development agreements, and business model restructuring.

Advised a multinational specialty pharmaceutical company on one of the biggest leveraged buyouts in Australia in recent years, involving the transfer of a significant IP portfolio including trademarks in over 25 countries, regulatory authorizations, and work on various supplementary IP assignment documents and distribution/supply agreements.

Advised a Swiss chemical company on the billion-euro acquisition of a leading construction materials company in one of the biggest deals in the European building sector in recent years.

Retained by one of the world's largest race car manufacturers to assist with the implementation and launch of its first global connection and smart car project.

Manage the trademark portfolio of one of the world's largest FMCG companies, including its global brand strategy through numerous acquisitions and disposals and IP transactions of key brands, the expansion of which has resulted in an increase of USD 10bn in turnover in the last ten years.

Advised a leading Chinese hotels, resorts, and tourism company in relation to their acquisition of the global IP portfolio of a worldwide international hotels group, which involved an in-depth audit covering over a dozen trademarks and patents spanning over 200 countries and territories.

For General Inquiries contact: GIPBDM@BakerMcKenzie.com For more information: www.bakermckenzie.com/ip