

## North America Brand Protection

**Home to many of the thinking companies, the U.S. market is an extremely competitive place to do business. It is critical for corporations to protect their brands and other intangible assets in order to retain their edge.**

And more than ever, global businesses face numerous challenges in protecting their brands: the recent U.S. accession to the Madrid Protocol poses new questions for many multinationals considering their trademark prosecution strategy; the fight against counterfeiting has intensified as companies struggle to gain control over parallel imports, grey market and counterfeit goods being shipped all over the world; as online sales continue to grow, brand protection on the Internet now plays a significant role in the overall intellectual property strategy of a company.

Baker & McKenzie manages the international IP portfolios of some of the world's best-known brands. With experienced professionals in nearly every major hub in the region, Baker & McKenzie's protection strategy that fits your needs.

Our lawyers have experience in the following industries: manufacturing, electronics and technology, computer software and hardware, consumer products, human resources, transportation, food and beverage, sports, entertainment, financial services and banking, machine tools, advertising, telecommunications, eCommerce, apparel, and insurance.

## Our clients rely upon us to:

- Provide advice on creating and building strong brand equity both on-line and off-line, in addition to providing practical guidance as to policing and enforcing brands to prevent them from becoming diluted or generic;
  - Conduct legal reviews of advertising and promotional materials, web sites and package copy;
  - Manage global trademark portfolios, as well as evaluations of patent rights and obligations in a due diligence context;
  - Litigate disputes involving trademark, trade dress and copyright infringement, dilution, false advertising and unfair competition; and
  - Resolve domain name and other Internet-related conflicts.
- Handled the arbitration and litigation of “cybersquatted” domain names for a multinational mutual funds company;
  - Handled international re-branding and trademark consulting for an international human capital management organization;
  - Litigated several trademark, trade dress and false advertising matters for a leading automotive appearance products manufacturer;
  - Represented a popular multinational confectionery company in its trademark litigation;
  - Obtained a nationwide exclusion order from the U.S. International Trade Commission against repatriating various cigarette brands exported from the U.S.
  - Handled the US licensing program for an international apparel company;
  - Manage global portfolio for leading global insurance company.

Baker & McKenzie has over 45 dedicated IP lawyers and an additional team of litigation lawyers well versed in patent and trademark matters located throughout North America. The North American practitioners are able to provide local IP advice, as well as advise on international strategies for the protection and enforcement of IP rights across a range of industries.

We have at our disposal global products that enhance our service. These include Borderwatch - giving clients instant access over the web to border and customs information in over 55 countries, and Global IP Manager - an online management tool enabling clients to review all IP matters being handled for them by the Firm, both of which allow us to deliver a more efficient and coordinated service to our clients.

## Recent successes:

- Handled all aspects of global re-branding for two top management consulting companies;
- Handled all international trademark aspects for a global courier company with operations in nearly 200 countries;