

Intellectual Property

BAKER & MCKENZIE

Protecting assets



In today's global markets, intellectual property is highly valuable.

It is also vulnerable.

Patents, trademarks and copyrights are the foundation of many major businesses — and critical assets in many more. How you define and protect your innovation and creativity are strategic bottom-line issues.

But in a world where piracy and counterfeiting are rampant and the temptation to violate IP rights is strong, you can never rest easy. The changes that made global markets possible and profitable also have made theft of intellectual assets lucrative and pervasive. You need to respond vigorously and globally.

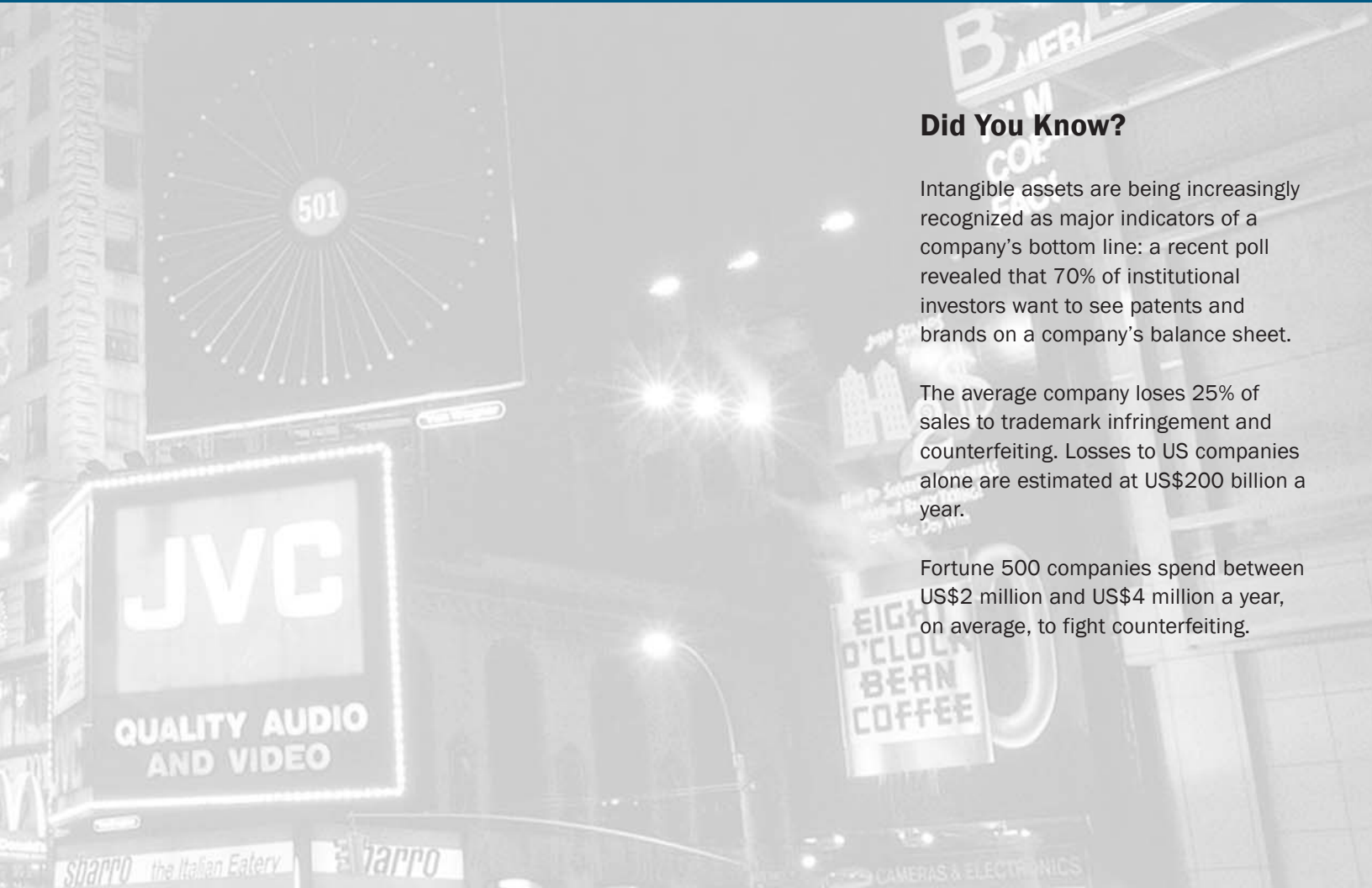
At Baker & McKenzie, we understand the issues as well as the stakes. We can help you identify, manage and protect your IP assets — or acquire those that provide a greater return. We can help you keep up with changing laws and border requirements — or work to improve them.

Did You Know?

Intangible assets are being increasingly recognized as major indicators of a company's bottom line: a recent poll revealed that 70% of institutional investors want to see patents and brands on a company's balance sheet.

The average company loses 25% of sales to trademark infringement and counterfeiting. Losses to US companies alone are estimated at US\$200 billion a year.

Fortune 500 companies spend between US\$2 million and US\$4 million a year, on average, to fight counterfeiting.



Our Global Intellectual Property Practice includes more than 300 locally experienced, globally knowledgeable lawyers – in jurisdictions where your products and innovations are likely to be produced, marketed or stolen.

Here are ways we help:

- All aspects of contentious and non-contentious IP issues, including infringement, trade dress, unfair competition, copyright, and purchase and the sale or licensing of IP rights.
- Trademark, copyright and patent registration and advice. We can tell you whether your property can be protected and what you have to do to protect it.
- Enforcement of IP rights, and anti-piracy initiatives. We can help work with government agencies to enforce your rights, take legal action against pirates and help you lobby for stronger protection.
- Advanced technology solutions, to help you better manage your IP worldwide (*Global IP Manager*) and monitor the requirements for effective enforcement in a rapidly changing global market (*BorderWatch*).
- Other issues such as Internet and domain name issues, media and advertising law, packaging, labeling, regulatory requirements, manufacturing and distribution agreements, franchising, trade secret protection, and data protection.

From anywhere in our network, we can call on a ready-made, ready-to-go global team to provide the services and solutions you need, where and when you need them. With a collaborative culture and advanced technologies, we work seamlessly across borders, time zones, markets and cultures to establish and protect your IP rights.

Baker & McKenzie provides sophisticated legal advice and services to the world's most dynamic global enterprises and has done so for more than 50 years.

Our network of lawyers is among the world's most diverse and respected. We come from more than 60 countries and speak more than five dozen languages, including a common one, English. We are guided by a culture of integrity, personal responsibility, friendship and tenacious client service.

Our unique approach enables clients to call upon more than 3,000 locally qualified, globally experienced lawyers in over 36 countries. We deliver the broad scope of quality legal services required to respond to any business need — consistently, confidently and with sensitivity for cultural, social and legal practice differences.