



# TRADEMARK LAW

We speak your language.  
**Everywhere.**

AUSTRIA BELGIUM BULGARIA CHINA CZECH REPUBLIC FRANCE  
GERMANY HUNGARY ITALY POLAND ROMANIA SLOVAKIA TURKEY



## WE PROTECT YOUR ASSETS

Trademarks and designs shape and convey the image of your company. Utility models secure the inventive value of your product. In addition to the recognition value of a product or service, the brand represents a considerable, not infrequently even the most important asset of a company. This makes it all the more important to protect your portfolio in the long term.

Our trademark experts offer you the full range of trademark law advice. Our work begins before the trade mark, utility model or design application is filed, with a search to filter out identical or confusable earlier signs that could conflict with your IP rights.

We are happy to carry out applications for national trade marks, European Community trade marks, designs or utility models at the national patent and trade mark offices, for Europe-wide registrations at the Office for Harmonization in the Internal Market (OHIM) in Alicante or for international registrations at the World Intellectual Property Organization (OMPI/WIPO) in Geneva.

In addition, we defend your trademark rights in court proceedings or assist you in the case of a collision of trademarks, patents, utility models or designs during the negotiation phase and in the drafting of delimitation and priority agreements. Our other core competences include the economic exploitation of your trademark law through trademark purchase and trademark licence agreements. Furthermore, we offer you the possibility of having the registered trade marks managed and monitored by us. As an external trademark administration department, we reduce your operational costs and administrative work.

Technological developments, legislation and case law are continuously changing trademark law. We have our finger on the pulse for you, observe the developments and can give you predictive advice. We offer you a comprehensive service both nationally and internationally. In doing so, we work closely with other business areas of our firm, for example in transactions, antitrust issues or employee inventions.

### **Three good reasons - that set us apart:**

**Your challenges are our day-to-day business.** Our lawyers combine the full range of skills required to successfully implement your strategic and operational objectives.

**We want to understand your business.** And make every effort to really get to know you. Our goal is to build a long-term partnership and work closely with you – side by side with your management teams.

**Locally rooted, nationally and internationally networked.** At our locations, lawyers are at work who know the legal and economic particularities on site and are at home in the respective cultures. As a team, we develop solutions for you that take you further. No matter whether on the national or international stage.



## SELECTED CONSULTATION GOALS

Tailor-made and economically pragmatic solutions for your company are our top priority. We adapt our team to your individual needs. For complex and cross-border projects, we work in interdisciplinary teams across locations and countries on the optimal solution for you.

### Development of a strategy for successful product placement

- Checking the signs for registrability and pointing out alternatives.
- Conducting and evaluating trade mark searches for other conflicting signs.
- Preparation of the list of goods and services, especially with a view to the future.
- Realisation of the trademark application
- Preparation of application documents for national, European and international trade mark applications.
- Conclusion of delimitation agreements with other rights holders.
- Advice following oppositions by other trade mark proprietors.
- Advice after rejection of the brand and/or individual goods or services.

### Conflict resolution, brand cultivation

- Trademark collision monitoring with ongoing current opinions on collision trademarks, recommendations on further action and provision of updated trademark portfolios.
- Taking measures to seize counterfeits and fakes by customs authorities.
- Coordinating with the relevant authorities to liquidate the goods that infringe your rights.
- Contradictions against conflicting trademarks nationally and internationally.
- Warning in the event of violation.
- Defence and enforcement of claims for cancellation, injunctive relief, claims for damages and claims for information.
- Drafting delimitation agreements for conflict resolution, reviewing and drafting licence agreements, strategies and drafting agreements concerning the purchase/sale of trademarks, also in English.



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*Please note: The explanations above do not claim to be conclusive. They are only intended to provide initial information and orientation. They do not replace detailed legal advice. We are at your disposal for such a consultation.*