



Competition Law

We speak your language.
Everywhere.

 **SCHINDHELM**
law. tax. clarity.

AUSTRIA BELGIUM BULGARIA CHINA CZECH REPUBLIC FRANCE
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WE ENSURE THAT PROBLEMS DO NOT DEVELOP IN THE FIRST PLACE

Be it product packaging, telephone advertising or catalogue: Your business activities are subject to a wide range of legal regulations. We support you in designing and implementing your advertising material in such a way that disputes can be avoided from the outset.

The defence of your rights in the context of advertising appearances of any kind is essential. Secure your competitive edge with well-placed advertising slogans in all media and especially at trade fairs. The constantly changing legal situation and case law in this area requires a high level of specialisation and experience in the context of representation, which we can offer you with our team of specialist lawyers and specialists.

We support you from the planning of advertising campaigns to the defence against business-damaging advertising by competitors in all media, both out of court and in court, and enforce your claims for injunctive relief, disclosure, removal, destruction and damages on your behalf. Our particular expertise lies in the immediate obtaining and serving of interim injunctions, especially at trade fairs.

Are you being sued by a competitor for injunctive relief? We advise and represent you in connection with claims asserted against you by third parties. Where possible under national law, we seek to oppose the issuance of interim injunctions by depositing protective letters.

Three good reasons - that set us apart:

Our lawyers combine the full range of skills required to successfully implement your strategic and operational objectives.

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.

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. This is how 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.

- Legal review and advice on the planning and implementation of marketing and competition campaigns.
- Examination of the design of products or their packaging, in particular taking into account EU legal provisions, such as the Packaging Regulation, Cosmetics Regulation or Foodstuffs Directives.
- Reviewing unfair advertising by competitors, e.g. in print media, on radio and television, and advising on how to proceed.
- Drafting of out-of-court letters of demand to cease and desist from anti-competitive advertising.
- Representation in the defence of competitors' claims, in particular, where possible under national law, drafting and filing protective letters.
- Enforcement and defence of claims for injunctive relief, disclosure, removal, destruction and damages in the main proceedings.



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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.