

PIONEERING INNOVATIVE STRATEGIES TO COUNTERACT COUNTERFEITING AND PIRACY ACROSS BORDERS



OUR ENFORCEMENT NETWORK INCLUDES 200+ JURISDICTIONS & CLOSE RELATIONSHIPS WITH CUSTOMS AND POLICE

# WHAT WF DO



#### Litigation & ADR

We act in first instance and appellate trademark, design, copyright, passing off and unfair competition litigation and ADR procedures



#### **Enforcement**

We manage global, regional and local offline and online brand enforcement programs and investigations



#### **Customs Recordals**

We manage global, regional and local trademark, design and copyright customs recordal programs



# Domain Name Disputes

We recover domain names in all the major domain name dispute resolution forums

# WHY WE ARE DIFFERENT

## Experience

We manage enforcement programs for some of the world's most valuable brands. Their trust is our best credential

### Size & Reach

Our platform, which includes both B&M offices and agents in 200+ jurisdictions, enables us to offer brand enforcement services globally or in just one country. You choose

## Quality

We are consistently rated as one of the IP enforcement practices globally, with more top tier brand practices and brand practitioners in more places than any other firm. We have the right enforcement resources where you need them

### **Sector Focus**

We have particular expertise on brand enforcement in the luxury and fashion, media, and consumer good sectors

### Innovative

Our proprietary MAPS system provides you with real time, online access to your enforcement program, allowing intelligent analysis of enforcement activity, trends and cost and process efficiencies

#### -ASK US ABOUT-

Global IP Manager (GIPM) · Managed Anti-Piracy Solutions (MAPS) · Global IP Support Center (GIPSC)

IP Enforcer · The Gray Market Handbook

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

## LEADERS IN ESTABLISHING LANDLORD LIABILITY FOR IP INFRINGEMENT PRINCIPLES IN CHINA

WE RUN GLOBAL AND REGIONAL IP ENFORCEMENT PROGRAMS FOR MAJOR HOLLYWOOD STUDIOS, LUXURY AND FASHION BRANDS, PHARMA COMPANIES AND TECHNOLOGY LEADERS

WE ACTED IN THE LANDMARK EUROPEAN TRADE MARK AND PASSING OFF CASE, L'OREAL V BELLURE

- "Anti-counterfeiting is a real forte of the group, although prosecution and litigation are also handled with flair."

   WORLD TRADEMARK REVIEW
- "Strong reputation in anti-counterfeiting matters, with standout practice in emerging markets."
- -CHAMBERS GLOBAL
- -WORLD TRADEMARK REVIEW

**59 IP Lawyers**Ranked
World Trademark
Review

Ranked in 34
Jurisdictions &
Gold in 14
World Trademark
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Most
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# OUR BRAND ENFORCEMENT PRACTICE LEADERS



Sergio Legorreta Mexico City + 52 55 5279 2954



Shih Yann Loo Hong Kong + 852 2846 1727



Bienvenido Marquez Manila + 63 2 819 4936



Lisa Meyerhoff Houston + 1713 427 5005



Andrew Sim
Beijing
+ 86 10 6535 3916



Say Sujintaya Bangkok + 66 2636 2000 X4545



Loke-Khoon Tan Hong Kong + 852 2846 1970



Virginie Ulmann Paris + 33 1 44 17 53 30



James Whymark London + 44 20 7919 1407

Email any member of our team at: First.LastName@BakerMcKenzie.com For General Inquiries contact: GIPBDM@BakerMcKenzie.com