

Baker McKenzie.

OVER 50 YEARS OF
BRAND MANAGEMENT
EXPERIENCE

500,000+
TM RECORDS
UNDER MANAGEMENT

BRAND
MANAGEMENT
TM

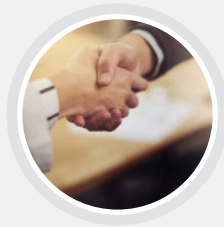
200+ JURISDICTIONS AND
OVER TWO HUNDRED
CROSS-BORDER CLIENTS

WHAT WE DO



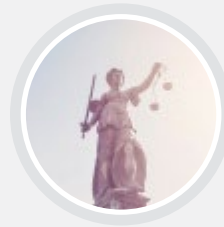
Portfolio Management

We prosecute, manage and advise on trademark, design and copyright portfolios



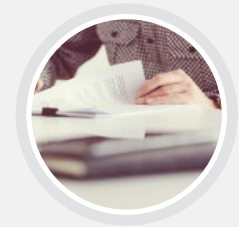
Transactions

We advise and lead brand assignments and licensing, acquisitions and disposals, due diligence, audits and franchising



Enforcement

We act on trademark and design oppositions and cancellations, and trademark, design, copyright, passing off, domain name and unfair competition litigation and enforcement programs



Strategic Advice

We advise on complex brand strategy questions

WHY WE ARE DIFFERENT

Size & Reach

We are the largest IP brand management practice in the world, trusted with some of the world's largest portfolios, globally in 200+ jurisdictions. We are your one stop shop

Quality

We are consistently rated as one of the top brand management practices globally, with more top tier brand practices and brand practitioners in more places than any other firm. Your brand is safe with us

Track Record

We already manage some of the world's most valuable brands. We've seen it all before

Innovative

Our proprietary GIPM system and back office GIPSC teams in Manila and Belfast lead the market in efficient brand management services, backed by measurable SLAs and management reporting

Efficiency & Pricing

We offer practical fixed fee pricing models backed up by economies of scale, which allows us to deliver global services at locally competitive prices

—ASK US ABOUT—

The Collecting Societies Handbook · The Fair Use Guide · The Employee Creations Handbook
The Intermediary Liability Guide (coming soon)

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

TRUSTED BY THE WORLD'S LARGEST BRAND OWNERS

200+ MULTI-NATIONAL CLIENTS ACCESS OUR GIPM SYSTEM WEEKLY

WE MANAGE THE BRANDS OF MANY OF THE WORLD'S LARGEST FMCG COMPANIES
THEY UNDERSTAND BRANDS—THEY KNOW WE DO TOO

"Ranked in all four regions covered by the WTR1000, Baker & McKenzie is unrivalled in its flair for managing and developing valuable portfolios and coordinating enforcement campaigns on a global basis."
—**CHAMBERS GLOBAL**

"Global superpower Baker & McKenzie effortlessly handles the sprawling portfolios of multinational corporations without breaking sweat." —**WORLD TRADEMARK REVIEW WTR1000 SURVEY**

**59 IP Lawyers
Ranked**

*World Trademark
Review*

**Ranked in 34
Jurisdictions &
Gold in 14**

*World Trademark
Review*

**Most
Represented 2016
WIPR Leaders
Directory for Patent
and Trademark**

World IP Review

**Band 1 IP Firm
Globally
2009-2016**

Chambers

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