

ACTED IN LANDMARK FRENCH COPYRIGHT
CASE RELATED TO THE SEMINAL
CHILDREN'S STORY, LE PETIT PRINCE

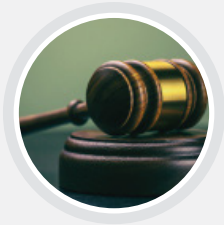
IP DISPUTES



ACTED IN LANDMARK
L'ORÉAL V BELLURE
TRADEMARK LITIGATION

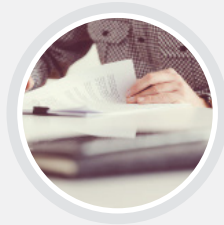
ESTABLISHED LANDLORD
LIABILITY FOR IP INFRINGEMENT
PRINCIPLES IN CHINA

WHAT WE DO



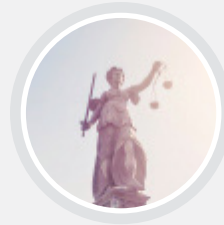
Litigation

We lead strategic copyright, trade mark and passing off, patent, designs, trade secrets / confidence and unfair competition litigation



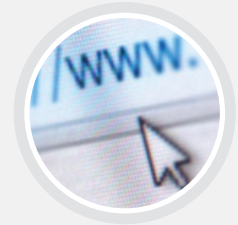
ADR

We act in trademark, design, copyright, passing off and unfair competition arbitration and other ADR procedures



Enforcement

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



Domain Names

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

WHY WE ARE DIFFERENT

Size & Reach

We're the world's largest full service IP litigation practice, bringing together in-market IP expertise at the local level, with cross-border experience and perspective

Quality

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

Track Record

No one has been doing IP litigation globally longer or in more countries than we have. We bring that perspective to every case

Sector Focus

We have particular expertise on IP litigation in the digital media, computer software, technology, media, pharma and luxury and fashion sectors

Efficiency & Pricing

We offer innovative fixed fee and contingency pricing models. In some jurisdictions, we do all IP litigation on fixed fees

—ASK US ABOUT—

**The Global Patent Litigation Handbook · The Fair Use Guide · IP Enforcer
The Intermediary Liability Guide (coming soon) · The Trade Secrets Handbook (coming soon)**

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

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

WE ACTED FOR A MAJOR DIGITAL MUSIC RETAILER ON A SERIES OF OVER 100
SIMULTANEOUS MORAL RIGHTS CLAIMS BROUGHT AGAINST IT IN BRAZIL

CHAMBERS HAS RANKED US BAND 1 GLOBALLY FOR IP: 2009-2016

"Baker & McKenzie's team 'inspires confidence' through its 'reliable advice' and 'excellent business acumen'. The group regularly advises multinational clients on trademark strategy, patents, copyright and IP litigation."

—CLIENT QUOTE, MEDIA LAW INTERNATIONAL

"They do a good job of cultivating some really good people, and we're able to reap the benefits of that. We wouldn't be using them all over the place if that weren't true!" —CLIENT QUOTE, CHAMBERS

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

**Top Tier IP Firm
APAC, EMEA and
LatAm**
Chambers

**Recommended
Firm**
World Trade Mark
Review 1000 & IAM
Patent 1000

**Global IP
Firm of the Year
2015**
Managing IP

OUR IP DISPUTES PRACTICE LEADERS



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