

WORLD'S LARGEST
FULL-SERVICE
IP PRACTICE

LOCALLY RANKED
IP PRACTICE IN 95%
OF OUR MARKETS



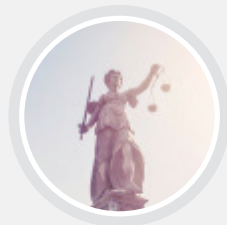
UNIQUELY, WE HAVE OUR OWN
IN-HOUSE ECONOMISTS
TO VALUE IP TRANSACTIONS

WHAT WE DO



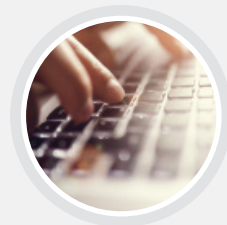
Transactions

We act on IP heavy acquisitions, disposals, joint ventures, re-organisations, sponsorships and franchisings



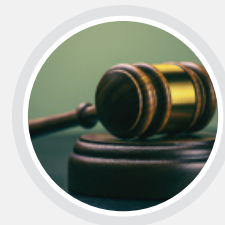
IP/Tax Interface

We act on tax-driven IP restructurings and migrations; transfer pricing analyses and advise on IP/tax strategy



Security Over IP

We advise on financial arrangements where security is taken over IP



IP in Insolvency

We advise on IP issues arising in insolvency situations

WHY WE ARE DIFFERENT

Size & Reach

We're the world's largest full service IP practice, bringing together in-market IP expertise at the local level, with cross-border transactional experience and perspective. This delivers global expertise with centrally coordinated consistency

Innovative

We work collaboratively across IP, M&A and tax to deliver some of the most innovative customised solutions seen in the transactional IP space

KnowHow

We invest in client knowhow, including our Employee Creations Handbook; T-Recs - Trademark Recordal Solutions Platform; and Pat-Recs - Patent Recordal Solutions Platform

Smart Working

We deliver a process driven approach to the commodity aspects of transactional IP, using technology to deliver solutions that allow our market-leading lawyers to focus their input on the issues that add real value to your transactions

—ASK US ABOUT—

T-RECS · Pat-REC · The Brand Disposals Pack

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

WE RUN BRAND DISPOSAL TRANSACTIONS FOR ONE OF THE WORLD'S LARGEST FMCG COMPANIES

OUR TOP 10 IP CLIENTS HAVE COMBINED REVENUES OF MORE THAN \$500BN

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

"Their lawyers are very commercial and sensible, and they don't over-lawyer."

—CLIENT QUOTE, CHAMBERS

"Rights holders appreciate the expertise and quality ... They get everything right first time, which winds up saving money in the long run."

—IAM PATENT 1000 SURVEY

Global IP
Firm of the Year
2014 & 2015
Managing IP

Top Tier IP Firm
APAC, EMEA
and LatAm
Chambers

Southeast Asian
IP Firm of the Year
2016
*Asian Legal
Business IP*

IP Team
of the Year
2015
The Lawyer

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