Brand Enforcement

PIONEERING INNOVATIVE STRATEGIES TO COUNTERACT COUNTERFITTING AND PIRACY ACROSS BORDERS

Our enforcement network includes 200+ jurisdictions and close relationships with customs and police

WHAT WE 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 top 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 efficient analysis of enforcement activity, trends and cost and process efficiencies.

ASK US ABOUT...

iTRACE • Global IP Manager (GIPM) • Managed Anti-Piracy Solutions (MAPS)
Global IP Support Center (GIPSC) • IP Enforcer • Gray Market Handbook
Visit https://globalipsuite.bakermckenzie.com to learn more about our value added services
“Baker McKenzie is a forward-thinking global firm that reacts quickly to the ever-changing regulatory environment. Its unparalleled regional expertise translates into effective policing and economical protection of intellectual property. It is staffed with a number of experts who are repositories of experience in domestic and international IP law – a thoroughly trustworthy set.” WTR 1000

“For comprehensive portfolio management and enforcement support, Baker McKenzie is hard to beat. Seamless cooperation between professionals across offices ensures there are no gaps in its service. Cross-border wars are fought tirelessly in perfect synchrony with local and worldwide strategies, and monetisation opportunities are pounced on with alacrity wherever they spring up.” IAM PATENT 1000

“Baker McKenzie’s “knowledge, experience and inimitable track record” set it apart from the pack. Cosmopolitan to the core, it takes a refreshingly pragmatic approach to licensing, prosecution and enforcement, providing polished, pragmatic advice to global heavyweights.” WTR 1000

Advised a global pharmaceutical company on its global anti-counterfeiting program and enforcement actions with respect to its new animal health division, which represents a significant expansion of the current program to cover new jurisdictions and new product lines.

Successfully conducted several covert field investigations for counterfeit goods in Mexico City, Guadalajara and Monterrey in connection with the manufacturing and commercialization of counterfeit bearings that resulted in the discovery of a complex and deep distribution network extending to over 10 cities, through different related companies.

Assisted the client on its global anti-counterfeiting program involving coordination of raids against establishments selling counterfeit automotive parts covered by national television and print media, resulting in an awareness campaign in favor of the client.

Coordinated for a well-known info tech company in all anti-counterfeiting programs across EMEA that involved monitoring and administering an active customs seizure process relating to the infringement of their trademark rights in 50+ countries.

Advised an iconic fashion brand on the protection and enforcement of its selective distribution system against distributors and unauthorized resellers.

Successfully obtained for one of the world’s largest music and entertainment companies the recognition of its highly renowned name trademark in a country in Latin America that was key to the client’s anti-counterfeiting initiatives and protection of the brand.

Advised a Spanish brand on design and copyright infringement issues, including detailed advice on the protection of elements of clothing design and original patterns and in-depth and prolonged negotiations with infringers.

Prevented the distribution of counterfeit versions of our luxury brand’s products by market traders in numerous marketplaces, both to prevent individual infringements and as part of a broader strategy to use the principles of landlord liability under CJEU law.