



# Copyright

HELP PROTECT AND ENFORCE THE  
COPYRIGHTS OF WORLD FAMOUS  
RECORD LABELS, FILM AND TV STUDIOS

STRONG RELATIONSHIPS WITH  
MAJOR INTERNATIONAL FILM, MEDIA  
AND MUSIC ASSOCIATIONS

## WHAT WE DO

### TRANSACTIONS

We lead content related deals and licensing transactions in all media and technologies

### LITIGATION & ADR

We act at first instance and on appeal on copyright and related rights disputes in the courts, rate setting tribunals, levy disputes and other ADR procedures

### STRATEGIC ADVICE

We advise on complex copyright, moral rights and related rights questions associated with product design, content production and distribution, transactions and disputes

### GOVERNMENT RELATIONS

We advise on copyright and related rights legislation and regulatory reform, including legislative drafting

## WHY WE ARE DIFFERENT

### Quality

We are consistently rated as one of the top copyright practices globally, with market leading copyright experts in key markets acting on cutting edge cases and new products.

### Track Record

We do complex copyright work for some of the world's most cutting edge technology and content companies. Their trust is our best credential.

### Sector Focus

We have particular expertise on copyright issues in the digital media, computer software and luxury and fashion sectors.

### Intermediary Liability

We have unrivalled expertise on intermediary liability issues, offering perspective from the platform and rightsholder sides of the debate.

### KnowHow

We invest in client knowhow, including our Employee Creations Handbook and Global Patent Litigation Handbook.

**ASK US ABOUT...**

TV Format Protection Around the Globe • Fair Use Guide  
Employee Creations Handbook • Intermediary Liability Guide (coming soon)  
Visit <https://globalipsuite.bakermckenzie.com> to learn more about our value added services

**ACTED ON MAJOR CASES INCLUDING NRL V OPTUS IN AUSTRALIA AND LE PETIT PRINCE IN FRANCE**

**CONSISTENTLY THE MOST RANKED FIRM IN MIP IP STARS FOR COPYRIGHT AND RELATED RIGHTS**

**WE ADVISE ONE OF THE WORLD'S MAJOR DRUG PLATFORMS ON COPYRIGHT ISSUES**

"They are able to tap into their Bakers network to provide a holistic view over issues," and adding that "they are aware of cutting-edge developments around the world." CHAMBERS GLOBAL

"They are really good on broadcasting and media regulation in Europe." CHAMBERS EUROPE

"Baker McKenzie is a popular choice for copyright disputes and regulatory matters and frequently acts for household names in the media industry." LEGAL 500 EMEA

"Baker McKenzie assists with copyright, brand protection, anti-piracy, litigation and IP-rich transactional matters. The firm provides 'great service overall' as it is 'responsive to queries' and gives 'solid and sincere advice'. LEGAL 500 AP



World Trademark Review



IAM Patent and World Trademark Review



World IP Review



Chambers

Advised a leading American trade association representing seven major Hollywood and Australian studios in the first litigation of its kind under section 115A of the Copyright Act 1968 against various Australian ISPs to block access to a number of copyright infringing websites.

Retained for the seventh year as the lead IP counsel of a major social media company advising on industry-disrupting licensing deals and multi-jurisdictional copyright and media work.

Advised the heirs of the well-known French writer Antoine de Saint Exupery in relation to their copyright and trademark rights used especially for merchandizing products relating to the title of the author's well-known works such as Le Petit Prince and drawings.

Advised a major television and film production distributor from a tax, AV regulatory, IP and public legal multidisciplinary angle to structure the financing and production of a European TV series.

Assisted one of the UK's leading AI companies on highly complex copyright advisory work around the design, creation, training, use, and output, of machine learning and neural networks, including potential infringement issues.

Succeeded in novel cases related to the Singapore Copyright Act for a group of major telecommunications and content providers against retailers of ISDs, marking one of the first times an ISD seller was prosecuted in Singapore.

Advised a central bank in Latin America on its actions against forged currency commercialization online, using a copyrighted work of art of the Government Agency.

Advised a leading global hotel chain on all of their global IP needs, including counsel on an architecture dispute relating to design ownership of one of the most iconic buildings in the world.

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