IP Disputes

WE HAVE INTELLECTUAL PROPERTY LITIGATORS AND DISPUTE RESOLUTION PROFESSIONALS IN OVER 30 COUNTRIES WORKING COLLABORATIVELY AND EFFICIENTLY TO HELP YOU RESOLVE THE MOST COMPLEX MULTI-JURISDICTIONAL IP DISPUTES

WHAT WE DO

**LITIGATION**
We lead strategic copyright, trademark 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 are the world’s largest full service IP litigation practice, bringing together in-market IP expertise at the local level, with cross-border expertise and perspective.

**Quality**
We are consistently rated as one of the top IP practices globally, with more top-tier IP litigation practices across the globe. 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, 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...
Global Patent Litigation Handbook • IP Enforcer • Managed Anti-Piracy Solutions (MAPS)
Visit https://globalipsuite.bakermckenzie.com/ to learn more about our value added services
“A market-leading team advising on a broad array of IP issues. Skilled in contentious cases involving trade mark and patent prosecution as well as litigation...and assists with alleged unfair competition cases. Similarly able in copyright acquisitions, trademark registrations, design agreements and other non-contentious IP issues. enjoys a broad client base, drawn from the TMT, life sciences and FMCG industries.” CHAMBERS GLOBAL

“A deep knowledge of the area makes Baker McKenzie a go-to firm for intellectual property work.” LEGAL 500

“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

Advised on litigation strategy, evidence collection and appeared at hearings and enforcement actions for a large automotive client in multiple trademark infringement and unfair competition disputes over the fraudulent use of their marks on products, websites and promotional materials in China.

Represented a food and beverage company in a widely reported trademark and passing off action. Managed its global portfolio and coordinated enforcement of the brand across South East Asia.

Won summary judgment and substantial indemnity costs for a leading global manufacturer of confectionery in a trademark infringement case involving foreign chocolate products being imported into and sold into the country without authority.

Represented one of the world’s biggest software companies in its global litigation strategy, with actions filed and successfully resolved in US and European courts.

Represented one of the world’s leading hotel chains in a complex copyright and contract dispute with the architect of a globally iconic building and its landmark property for the ownership of the building’s copyright.

Represented one of the world’s largest manufacturers of gaming currency in highly strategic multi-party and cross-border disputes over misuse of confidential information and highly secret security features by a former employee, now working for a major competitor.

Represented a global confectionery food and beverage company in a series of cases relating to local producers and look-a-likes infringing on its iconic brands, including settling a dispute and filing trademark enforcement actions.

For General Inquiries contact: GIPBDM@BakerMcKenzie.com For more information: www.bakermckenzie.com/ip