



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 intelligent 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)

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

**LEADERS IN ESTABLISHING
LANDLORD LIABILITY FOR IP
INFRINGEMENT PRINCIPLES
IN CHINA**

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

**WE ACTED IN THE LANDMARK
EUROPEAN TRADE MARK AND
PASSING OFF CASE, L'ORÉAL
V BELLURE**

"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 performance with our IP matters leaves us to conclude that they are the best in the legal world. Whether you have a problem there is always a Baker McKenzie lawyer you can contact all over the world." CLIENT FEEDBACK, CHAMBERS GLOBAL



World Trademark Review



IAM Patent



Managing IP



Chambers Global

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.

Advising 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.

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