



# Brand Management

**ALMOST 60 YEARS OF EXPERIENCE  
MANAGING SUBSTANTIAL INTERNATIONAL  
TRADEMARK PORTFOLIOS**

**650,000+  
TM records under  
management**

**200+ jurisdictions  
and over 4,500  
cross-border clients**

## WHAT WE DO

### PORTFOLIO MANAGEMENT

We prosecute, manage and advise on trademark, design and copyright portfolios.

### TRANSACTIONS

We advise and lead brand assignments and licensing, acquisitions and disposals, due diligence, audits and franchising.

### ENFORCEMENT

We act on trademark and design oppositions and cancellations, and trademark, design, copyright, passing off, domain name and unfair competition litigation and enforcement programs.

### STRATEGIC ADVICE

We advise on complex brand strategy questions, including brand design, commercialization and defense.

## WHY WE ARE DIFFERENT

### Size & Reach

We are the largest IP brand management practice in the world, trusted with some of the world's largest portfolios, globally in 200+ jurisdictions. We are your one stop shop.

### Quality

We are consistently rated as one of the top brand management practices globally, with more top tier brand practices and brand practitioners in more places than any other firm. Your brand is safe with us.

### Track Record

We already manage some of the world's most valuable brands. We've seen it all before.

### Innovative

Our proprietary GIPM system and back office GIPSC teams in Manila, Belfast and Buenos Aires lead the market in efficient brand management services, backed by measurable SLAs and management reporting.

### Efficiency & Pricing

We offer practical fixed fee pricing models backed up by economies of scale, which allows us to deliver global services at locally competitive prices.

**ASK US ABOUT...**

Brand Disposals Pack • Global IP Manager (GIPM)  
Global IP Support Center (GIPSC) • IP Enforcer • T-Recs

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

TRUSTED BY THE WORLD'S  
LARGEST BRAND OWNERS

THE FIRST LAW FIRM TO INTRODUCE  
TECHNOLOGY TO PROVIDE A  
GLOBALLY COORDINATED SOLUTION  
TO PORTFOLIO MANAGEMENT IN  
OVER 200 JURISDICTIONS

200+ MULTI-NATIONAL  
CLIENTS ACCESS OUR GIPM  
SYSTEM WEEKLY

"A heavyweight global practice in the IP sector with significant experience on all manner of trademark matters." CHAMBERS GLOBAL

"Global superpower Baker & McKenzie effortlessly handles the sprawling portfolios of multinational corporations without breaking sweat."  
WORLD TRADEMARK REVIEW'S WTR 1000 SURVEY

"Ranked in all four regions covered by the WTR1000, Baker McKenzie is unrivalled in its flair for managing and developing valuable portfolios and coordinating enforcement campaigns on a global basis."  
WORLD TRADEMARK REVIEW'S WTR 1000 SURVEY



World Trademark Review



IAM Patent



Managing IP



Chambers Global

For over a decade, we have managed the brands of many of the world's largest FMCG companies, including one with a portfolio of over 150,000 marks.

Globally manage more than 17,000 marks in almost 200 countries of one of the largest automobile manufacturers.

Appointed to manage the global trademark portfolio of one of the largest global banks - comprised of roughly 17,000 marks - and provide a comprehensive one-stop-shop covering a wide range of IP services.

Manage the global trademark portfolio of one of the world's largest international tobacco groups across more than 200 countries.

Manage the global trademark and design portfolio - comprised of more than 10,000 trademark and design registrations - of a leading jewelry and fashion company.

Manage the global trademark portfolio of one of the largest fashion retailers - comprised of approximately 10,000 marks - and almost 150 countries.

Advised on the global rebrand of a leading heavy industrial manufacturing, construction and retail company, including trademark clearance advice in 70 key countries.

Manage the global trademark portfolio of one of the world's largest healthcare companies, including a global audit of protection for core trademarks and the subsequent gap filing project.

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