

ONLY LAW FIRM TO
COMPETE DIRECTLY
WITH THE BIG 4

FROM TRADEMARKS
TO TRANSFER
PRICING

TAX
OPTIMIZED IP


400+ IP AND 950+
TAX PRACTITIONERS GLOBALLY

WHAT WE DO



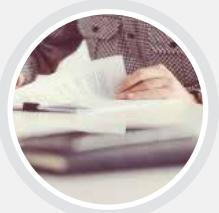
Transactions

We act on tax-driven IP restructurings, acquisitions, disposals and migrations



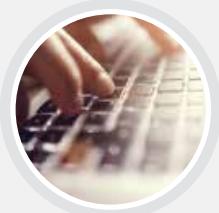
Structuring

We advise on IP/tax strategy and structures, looking around corners to closely monitor the rapidly evolving tax landscape to identify what that means for your business



Transfer Pricing

We provide transfer pricing analyses of IP licenses, transfers and other IP-related intra-group relationships, using inhouse legal and economist expertise



Valuation

We value intangibles for a variety of purposes citing our unique inhouse economist capabilities

WHY WE ARE DIFFERENT

Quality

We are consistently rated as one of the top IP and tax practices globally. We have the right resources where you need them

Integration

Our tax practice is integrated with our transactional IP lawyers, ensuring that we spot and address the tax issues across 47 countries

End to End Advice

Unlike accounting firms, our tax team can represent clients in all phases of tax matters, leveraging our IP and tax lawyers, economists and advisers

Implementation

We excel at taking tax planning from concept to practice, using our multi-disciplinary teams in IP, tax and corporate reorganization

—ASK US ABOUT—

Global Tax Dispute Resolution and Transfer Pricing Handbook

Available at <http://taxshare.bakermckenzie.com/>

Also visit <https://globalipsuite.bakermckenzie.com> to learn more about other value added offerings.

EXTENSIVE EXPERIENCE OF THE WORLD'S MOST ADVANCED TAX STRUCTURING FOR IP

THE WORLD'S LARGEST FULL-SERVICE IP AND LEGAL TAX PRACTICES

WE ADVISE ACROSS GLOBAL TAX POLICY, TRANSFER PRICING, INDIRECT TAXES,
DISPUTE RESOLUTION AND WEALTH MANAGEMENT MATTERS

"Exceptional tax practices in Asia, the USA and Europe, with unsurpassed breadth of coverage for tax law globally. Distinguished for advising on the tax elements of multibillion-dollar cross-border corporate acquisitions and divestments, base erosion and profit shifting (BEPS) matters and advance pricing agreements." —**CHAMBERS**

"...unsurpassed breadth of [tax] coverage." —**CHAMBERS**

"The advice is not just country-specific and we get a lot of feedback on what is happening in other countries. In my industry, there are all sorts of global changes and regulatory developments, so it is good to get another perspective." —**CLIENT QUOTE, CHAMBERS**

**Tier 1 for Tax
Globally**
Chambers

**Band 1 IP Firm
Globally
2009-2016**
Chambers

**European
Transfer Pricing
Firm of the Year
2015**
International Tax
Review

**Global IP
Firm of the Year
2015**
Managing IP

OUR TAX OPTIMIZED IP PRACTICE LEADERS



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