

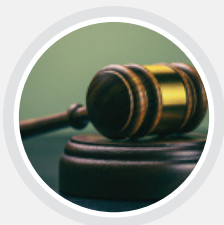
MORE THAN 400
IP LAWYERS
IN 40 COUNTRIES

OVER 3 DOZEN
LANGUAGES
S P O K E N



ACTED IN THE LARGEST
EVER SPORTING TRADE
SECRETS DISPUTE

WHAT WE DO



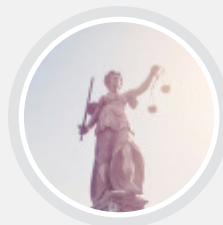
Litigation

We act in first instance and appellate trade secrets and breach of confidence litigation



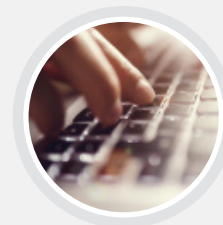
ADR

We act in trade secrets and breach of confidence arbitration and other ADR procedures



Strategic Advice

We advise on complex trade secret and confidential information matters



Cybersecurity

We provide cybersecurity preparation and crisis response services

WHY WE ARE DIFFERENT

Size & Reach

We're the world's largest full service IP litigation practice, bringing together in-market IP expertise at the local level, with cross-border experience and perspective

Quality

We are consistently rated as one of the top IP practices globally, with more top tier IP litigation practices in more places than any other firm. We have the right resources where you need them

Track Record

No firm has more experience helping multi-nationals protect their assets when trading globally. We bring that experience to every engagement

KnowHow

We invest in client know how, including our Employee Creations Handbook and IP Enforcer

—ASK US ABOUT—

IP Enforcer · The Employee Creations Handbook · The Trade Secrets Handbook (coming soon)

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

You can also find legal insights on data and technology issues at <https://BakerInform.com>.

WE ADVISED THE EUROPEAN COMMISSION IN ITS DEVELOPMENT OF THE EU'S TRADE SECRETS DIRECTIVE
CUTTING EDGE CONFIDENTIALITY ADVISOR TO ONE OF THE WORLD'S LEADING FASHION HOUSES
OUR TOP 10 IP CLIENTS HAVE COMBINED REVENUES OF MORE THAN \$500BN

"The full-service outfit excels at prosecution for some of the world's top corporations operating across the full spectrum of industries. ... it effortlessly tackles high-stakes infringement and trade secret suits for foreign concerns, to great acclaim." —*IAM PATENT 1000*

"Singled out for its cross-border capabilities and its impressive global footprint, Baker McKenzie LLP's practice acts for an impressive client base of global household names in a broad range of sectors." —*LEGAL 500*

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

**Top Tier IP Firm
APAC, EMEA
and LatAm**
Chambers

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

**Recommended
Firm**
*World Trade Mark
Review 1000 & IAM
Patent 1000*

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