

Trademark Prosecution and Portfolio Management

In an increasingly competitive and globalized marketplace, your brand defines your business, speaks to your clientele and sets you apart.

Our strategic trademark protection and worldwide portfolio management services protect your trademarks, optimize your brand value, and secure your brand identity across product and service lines.

With Baker McKenzie centrally managing your global trademark portfolio, you have access to:

- A truly global network of trademark prosecution practitioners with proven experience and extensive know-how even in the most challenging jurisdictions;
- A sophisticated system that can be tailored to your needs and a dedicated in-house IP support centre - both at no cost to you;
- Practical fixed fee pricing for a large number of trademark services to help you manage your budget; and
- A single point of contact - we manage your trademark agent network and make sure all trademark records are up-to-date.

Value to our clients

Unparalleled experience in large-scale, multi-country trademark portfolio management

Work smarter with the leading global trademark law practice and the first law firm to provide an efficient, globally coordinated solution to trademark filing and portfolio management in more than 200 jurisdictions. Our proven and sustained success in handling large-scale and multi-country trademark portfolios enables us to adapt to your needs from the point of migration and on-boarding to maintenance and management of your trademarks.

Awards & Accolades

Band 1 for Intellectual Property
Chambers Global, Asia Pacific Region 2009 - 2025

Band 1 for Intellectual Property
Chambers Asia Pacific, Singapore 2010 - 2025

Tier 1 for Intellectual Property
Legal 500 Asia Pacific, Singapore 2010 - 2025

Recognised as one of the leading trade mark firms in Singapore
World Trademark Review 1000 2011 - 2025

Tier 1 for Copyrights/Trademarks in Singapore
ALB Asia IP Rankings 2018 - 2025

Asia Pacific Patents Firm of the Year
Asia IP Law 2023

Asia Pacific Trademark Firm of the Year
Asia IP Law 2024

Tier 1 for Trademark Contentious and Trademark Prosecution in Singapore
Asia IP Law 2025

Silver: Litigation; Silver Prosecution Highly Recommended: Transactions
IAM Patent 1000 2025

Singapore: Copyright & Design; Trade Mark Prosecution Firm of the Year
Asia Pacific: IP Law Firm of the Year (Foreign Firms)
Managing IP Asia Pacific Awards 2024

IP Transactions & Advisory Firm of the Year
Managing IP Asia Pacific Awards 2021 and 2023

Copyright & Design Firm of the Year
Managing IP Asia Pacific Awards 2019 - 2023

Global IP Firm of the Year
Managing IP Asia Pacific Awards 2017, 2018 and 2022

Innovative technology solutions, efficient and responsive support

Our technology platform, Global IP Manager, provides 24/7 online access to trademark applications, registrations, renewals, disputes and all correspondence files. Our dedicated IP support centre handles back-end administration, delivering timely data to help you make strategic brand decisions and focus on more high value work. Our offshore IP service centre currently processes 145,000 active marks, 16,000 new instructions, 15,000 renewals and 5,000 invoices on a yearly basis. We have the knowledge and resources to assist with large-scale trademark portfolio migration.

Efficient workflow administration and fixed fee arrangement to help contain costs

Supported by custom technology, we have standardized prosecution workflows to provide maximum efficiency. We offer pricing certainty in our global trademark filing and prosecution services at highly competitive rates, with extensive experience of innovative fee structuring and invoicing arrangements.

Strategic advice and vigilant enforcement wherever you operate

Our end-to-end global trademark prosecution and portfolio management services are integrated with a full suite of trademark protection services so you can benefit from our capabilities across various areas relating to trademark protection. We provide strategic advice that enables you to confidently implement brand protection programmes; launch new brands as you bring products and services to market; navigate assignments, transfers, licenses, distribution agreements and other commercial transactions involving trademarks; and enforce trademarks with on-the-ground assistance from nearly 400 intellectual property practitioners worldwide.

Here are ways we help

Trademark prosecution, portfolio management and advisory work

We perform trademark searches and clearance services, including evaluation of registrability in non-traditional areas such as scent, sound, three-dimensional shape and colour-only marks. We also provide related domain name and Internet advisory services involving trademark protection. Also, global trademark filing and handle administrative matters such as client instruction intake, billing and reporting tasks are centrally managed and monitored.

"Renowned firm advising on the full suite of IP matters, including enforcement, portfolio management and commercial mandates."
Chambers Asia Pacific

"Baker McKenzie Wong & Leow stands out for its ability to handle cross-border and multijurisdictional engagements across Southeast Asia. It has an especially strong record in the healthcare, pharmaceutical, consumer goods and retail, and TMT sectors. The Singapore team represents a wide range of international brands, coupled with a growing number of regional businesses. It routinely advises major global blue-chip corporates on strategically imperative matters in Singapore and across the Asia Pacific."

Legal 500 Asia Pacific

Trademark assignment, licensing, due diligence, audits and other transactional work

We advise on, negotiate and draft trademark assignment and licensing agreements, and assist in other commercial transactions involving trademarks including securing records of trademark assignments and licenses. We also advise on multijurisdictional branding and re-branding programmes. Conduct trademark due diligence and audits.

We represent clients in trademark opposition and cancellation proceedings, trademark infringement litigation and other enforcement-related disputes, including proceedings involving domain names and formulate and implement globally coordinated anti-counterfeiting and enforcement programmes.

Contact Us



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