



IP Disputes

WE HAVE INTELLECTUAL PROPERTY LITIGATORS AND DISPUTE RESOLUTION PROFESSIONALS IN OVER 30 COUNTRIES WORKING COLLABORATIVELY AND EFFICIENTLY TO HELP YOU RESOLVE THE MOST COMPLEX MULTIJURISDICTIONAL IP DISPUTES

ACTED IN A LANDMARK FRENCH COPYRIGHT CASE RELATED TO THE SEMINAL CHILDREN'S STORY, LE PETIT PRINCE

WHAT WE DO

LITIGATION

We lead strategic copyright, trade mark and passing off, patent, designs, trade secrets / confidence and unfair competition litigation.

ADR

We act in trademark, design, copyright, passing off and unfair competition arbitration and other ADR procedures.

ENFORCEMENT

We manage global, regional and local offline and online IP enforcement programs and investigations.

DOMAIN NAMES

We recover domain names in all the major domain name dispute resolution forums.

WHY WE ARE DIFFERENT

Size & Reach

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

Quality

We are consistently rated as one of the top IP practices globally, with more top-tier IP litigation practices across the globe. We have the right resources where you need them.

Track Record

No one has been doing IP litigation globally longer or in more countries than we have. We bring that perspective to every case.

Sector Focus

We have particular expertise on IP litigation in the digital media, computer software, technology, media, pharma, luxury and fashion sectors.

Efficiency & Pricing

We offer innovative fixed fee and contingency pricing models. In some jurisdictions, we do all IP litigation on fixed fees.

ASK US ABOUT...

Global Patent Litigation Handbook • IP Enforcer • Managed Anti-Piracy Solutions (MAPS)
Visit <https://globalipsuite.bakermckenzie.com/> to learn more about our value added services

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

ESTABLISHED LANDLORD LIABILITY FOR IP INFRINGEMENT PRINCIPLES IN CHINA

ACTED FOR A MAJOR DIGITAL MUSIC RETAILER ON A SERIES OF OVER 100 SIMULTANEOUS MORAL RIGHTS CLAIMS BROUGHT AGAINST IT IN BRAZIL

A RECOMMENDED FIRM BY WORLD TRADEMARK REVIEW AND IAM PATENT 1000

"A market-leading team advising on a broad array of IP issues. Skilled in contentious cases involving trade mark and patent prosecution as well as litigation...and assists with alleged unfair competition cases. Similarly able in copyright acquisitions, trademark registrations, design agreements and other non-contentious IP issues. Enjoys a broad client base, drawn from the TMT, life sciences and FMCG industries." CHAMBERS GLOBAL



"A deep knowledge of the area makes Baker McKenzie a go-to firm for intellectual property work." LEGAL 500

"Baker McKenzie's team 'inspires confidence' through its 'reliable advice' and 'excellent business acumen'. The group regularly advises multinational clients on trademark strategy, patents, copyright and IP litigation." CLIENT QUOTE, MEDIA LAW INTERNATIONAL



Advised on litigation strategy, evidence collection and appeared at hearings and enforcement actions for a large automotive client in multiple trademark infringement and unfair competition disputes over the fraudulent use of their marks on products, websites and promotional materials in China.

Represented a food and beverage company in a widely reported trademark and passing off action. Managed its global portfolio and coordinated enforcement of the brand across South East Asia.

Represented one of the world's largest software companies in its global litigation strategy, with actions filed and successfully resolved in US and European courts.

Assisted and advised one of the world's largest manufacturers of gaming currency in highly strategic multi-party and cross-border disputes over misuse of confidential information and highly secret security features by a former employee, now working for a major competitor.

Advised one of the world's largest freight railroad networks in a patent infringement claims case pertaining to online e-commerce customer-facing tools, in a case that has the potential to be among the largest patent disputes on record to date.

Won summary judgment and substantial indemnity costs for a leading global manufacturer of confectionery in a trademark infringement case involving foreign chocolate products being imported into and sold into the country without authority.

Represented one of the world's leading hotel chains in a complex copyright and contract dispute with the architect of a globally iconic building and its landmark property for the ownership of the building's copyright.

Represented a global confectionery food and beverage company in a series of cases relating to local producers and look-a-likes infringing on its iconic brands, including settling a dispute and filing trademark enforcement actions.

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