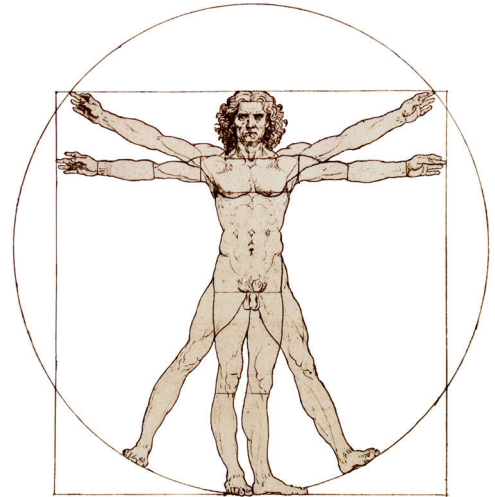


# Intellectual Property Rights



The economic significance of intellectual property rights has increased steadily in recent years. The search for priority rights of third parties, the development of filing strategies, and the acquisition of intellectual property rights as well as the structuring of development cooperations, technology transfers, and licensing agreements require careful planning and advice. Providing successful advice in this area calls for a combination of technical, economic and legal expertise. The enforcement of intellectual property rights, in particular rights in patents and utility models, poses a particular challenge which we have met for many years.

## Contacts

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## Areas of Expertise

### Patents and utility models

Representation in infringement, nullity, and cancellation proceedings concerning patents and utility models; initiation and supervision of border and trade fair seizures; preservation of evidence and enforcement, if necessary, filing of criminal complaints; representation in nullity and cancellation proceedings before the German Patent and Trademark Office, European Patent Office, German Federal Patent Court, and German Federal Court of Justice.

### Trademarks and Internet domains

Performing trademark searches, filing and prosecution of trademark applications and trademark management (Germany, EU, International Registrations); advising on cases of product piracy and parallel imports; structuring of trademark sale and purchase agreements as well as licensing agreements; advice and representation in trademark infringement, cancellation and opposition proceedings; advice and representation with regard to protection of work titles (titles of books, magazines, newspapers); protection of Internet domains and representation in domain name disputes (including WIPO, UDRP).

### Copyright and design protection

Structuring of copyright license agreements, in particular publishing, movie, TV and music production agreements, design, content, merchandising and database agreements; advising on rights management solutions; advising on limitations of copyright protection (citations, press reviews, catalogue pictures); legal representation in copyright infringement proceedings; prosecution of internet piracy cases; registration of industrial design rights and representation in infringement proceedings; filing of criminal complaints.

### Unfair competition law

Assessment of promotional and advertising campaigns, assessment of innovative ways of advertising, lotteries and raffles, sales discounts, give-aways, and comparative advertising; representation in unfair competition matters such as passing off or poaching; advising on related fields including the Quotation of Prices Act; avoidance of liability and contract law for advertising agencies; representation before the Advertising Standards Authority and other self-regulatory bodies.

### Data protection law

Advising on all issues pertaining to data protection, and in particular regarding the collection, processing and use of customer data for purposes of advertising, drafting of declarations of consent, address trading, customer relationship management; providing advice and support in connection with cyber attacks; advising on the transmission and use of data in a group context; assessing and structuring compliance management and drafting international agreements regarding the transmission of data and commissioned data processing outside of Germany.

### Food and drug advertising law

Advice in all matters of food law, including design of products, packaging, and labelling, advertisement for food, and litigation regarding these issues; consultancy in matters concerning drug advertising, in particular misleading advertisement for drugs, advertisements for drugs without marketing authorization, gifts and benefits in connection with advertisement of drugs.

### License and cooperation agreements

Advising on and structuring of technology transfers, in particular patent, design and know-how license agreements, industrial cooperations and joint ventures.

## The Intellectual Property Rights Team

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