



One Firm Worldwide<sup>SM</sup>



## GERMAN INTELLECTUAL PROPERTY PRACTICE

Intellectual property in the 21st century has surpassed tangible assets and real estate in its economic relevance and therefore requires specific protection. Jones Day has met the growing demand for legal services in markets that are increasingly defined by technology. Our Intellectual Property Practice consists of more than 260 intellectual property lawyers, making it one of the largest IP practices worldwide. In Germany, important aspects of intellectual property are handled by a team of experienced lawyers, often interacting with their colleagues in other jurisdictions. All major issues, from designing and implementing a strategy, portfolio management, and prosecution of formal rights to litigation and enforcement, are cov-

ered. Jones Day lawyers have specific experience in the areas of information technology, including data protection, new media and telecommunication, life sciences technologies, unfair competition, direct marketing, and distribution systems, with an emphasis on product piracy, which has become a universal menace for all businesses concerned.

With an integrated team of lawyers and European-patent attorneys in Germany, Jones Day has created a distinctive capability that benefits our domestic and international clients and sets us apart from our competitors.



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## PATENTS AND UTILITY MODELS

- Litigation
- Filing and prosecution before the European Patent Office and the German Patent and Trademark Office and filing with the World Intellectual Property Organization
- Oppositions and opposition appeal proceedings
- Nullity proceedings
- Cancellation proceedings
- Filing and prosecution of Supplementary Protection Certificates for pharmaceutical and plant protection products before the German Patent and Trademark Office
- License agreements
- Freedom-to-operate opinions
- Patent due diligence
- Strategic consulting and portfolio management

## TRADEMARKS

- Litigation
- Filing and prosecution of Community Trade Marks before the Office for Harmonization in the Internal Market ("OHIM") and the German Patent and Trademark Office
- Cancellation proceedings
- Protection of domain names
- License agreements
- Merchandising
- Strategic consulting and portfolio management

## DESIGN RIGHTS

- Litigation
- Filing and prosecution before the OHIM and the German Patent and Trademark Office
- Cancellation proceedings

## COPYRIGHT

- Litigation, especially relating to software and the entertainment industry
- License agreements
- Publishing and artist agreements
- Freedom-to-operate opinions

## LIFE SCIENCES

- License, cooperation, and technology transfer agreements
- Product development agreements

## INFORMATION TECHNOLOGY

- Hardware sales agreements and hardware maintenance agreements
- Software license agreements including open-source license models, software maintenance agreements, and software escrow agreements
- Software development agreements, software cooperation agreements, and software distribution agreements
- System integration agreements
- IT outsourcing agreements

## TELECOMMUNICATION

- Application for licenses and negotiation of license agreements for cable and mobile systems (GSM, GPRS, UMTS)
- Satellite telephony
- Cable TV networks
- Rights of way
- Abuse of dominant position of the incumbent (TKG, European competition law, WTO/GATS basic telecommunication)
- Access/interconnection
- Value-added services
- Internet services (access, email, content)
- Internet platforms

## NEW MEDIA

- Telecommunication and media services
- Contracts and negotiation regarding web hosting, linking, and banner advertisements
- Electronic commerce
- Advice on copyright and unfair competition relating to the internet
- Internet-specific data protection

## UNFAIR COMPETITION

- Advertising for pharmaceuticals and nutrition products
- Protection of secret know-how
- Violation of noncompetition and secrecy obligations
- Sales promotion measures
- Protection of distribution systems
- Protection against unlawful imitation of technical or aesthetic features

## PRODUCT PIRACY

- Strategic consultation with respect to civil and criminal matters
- Civil litigation, temporary injunctions and claims for damages, injunctive relief, and claims to destruction
- Seizure of assets
- Border seizure
- Assistance in support of criminal proceedings

## ADDITIONAL INFORMATION

For additional information regarding our German Intellectual Property Practice, please contact your principal Firm representative or one of the lawyers listed in this publication. General email messages may be sent using our "Contact Us" form, which can be found at [www.jonesday.com](http://www.jonesday.com).

## LAWYER CONTACTS

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## JONES DAY GLOBAL LOCATIONS

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