

# schönherr

## schoenherr attorneys at law

Schoenherr is a leading full-service law firm in Central and Eastern Europe. About 300 professionals service national and international clients from our offices in Austria, Belgium/EU, and throughout the entire CEE region. Operating in a rapidly evolving environment, we are a dynamic and innovative firm with an effective blend of experienced lawyers and young talent. As one of the first international law firms to move into CEE, we have grown to be one of the largest firms in the region. Our offices and country desks provide comprehensive coverage of CEE, allowing us to offer solutions that perfectly fit the given industry, jurisdiction and company.

## the schoenherr ip team

A holistic and business-oriented approach to brands, designs, inventions, creations, know-how and the related areas of advertising, media, sports and entertainment is key to finding efficient and sustainable solutions for clients. This is the approach of the intellectual property (ip) team of Schoenherr, a highly specialised and internationally regarded group of lawyers – all of them truly dedicated to ip and all of them recognised experts within the ip community.

Headed by renowned Vienna partner Guido Kucsko, the group offers full ip coverage via the Schoenherr international offices throughout the CEE region. Closely linked with specialists of other Schoenherr teams (such as regulatory, competition, life sciences, civil law and new technologies) the ip team offers clients quick, tailor-made solutions for their demands in the increasingly complex environment of protecting, marketing, defending and managing intellectual property.

## protecting your ideas

Based on the experience of more than six decades of protecting ip rights around the globe, the Schoenherr ip team supports and guides clients all the way from the protection of the first idea (be it a new brand, a technical solution, a software, a design, a creative performance or a business method) to a set of registered and unregistered ip rights ensuring the best protection for the clients' business. This may in particular include a tailor-made protection strategy, secrecy measures, clearance searches for conflicting rights and national, EU-wide, or international registrations of trademarks and designs.

## marketing your product

The Schoenherr ip team is committed to understanding the client's business, products and marketing strategies. With this understanding, they advise clients in all legal aspects of communication and marketing (in particular labeling, product appearance, marketing campaigns and competition strategies). Further, they provide support in relation to:

## enforcing your rights

When infringements come up or the validity of ip rights is challenged, the Schoenherr ip team enforces its clients' rights efficiently out of court and if necessary in administrative, civil and criminal proceedings in court, including European instances and – via a comprehensive network of specialised law firms – also in jurisdictions outside Schoenherr's coverage. Moreover, the ip team regularly conducts domain name proceedings nationally or via UDRP.

## managing your assets

Simply registering ip rights is not enough. A powerful ip portfolio needs diligent care (updating the lists of services and goods and the territorial scope of protection as a company develops its business, internal ip manuals and courses to safely use IPRs avoiding e.g. dilution of the brand, ip due diligence, licensing in/out, 24/7 online-access to our updated database of the respective client's IPRs etc). The ip team is happy to take care of your ip portfolio and to provide "IP Life Cycle Management".



## Market leading team

Chambers Europe

"Fielding a team of brilliant IP lawyers", Schönherr "offers the best trademark advice you can get in Austria"

WTR 1000

## services/sectors

- advertising
- anti-piracy
- art
- border detention
- brand development
- copyright
- designs
- domain names
- ip litigation
- ip transactional work
- know-how protection
- licensing
- new media
- patents
- prosecution (trademarks and designs)
- research and development agreements
- software
- trademarks
- trade secrets
- unfair commercial practices

## awards

**2018** mergermarket european m&a awards  
austrian legal adviser of the year

**2017** cee legal matters deal of the year in austria

**2017** managing ip global awards  
austrian ip law firm of the year

**2017** mergermarket european m&a awards  
austrian legal adviser of the year

**2017** iflr european awards  
austrian law firm of the year

**2017** iflr european awards  
restructuring deal of the year:  
HETA

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