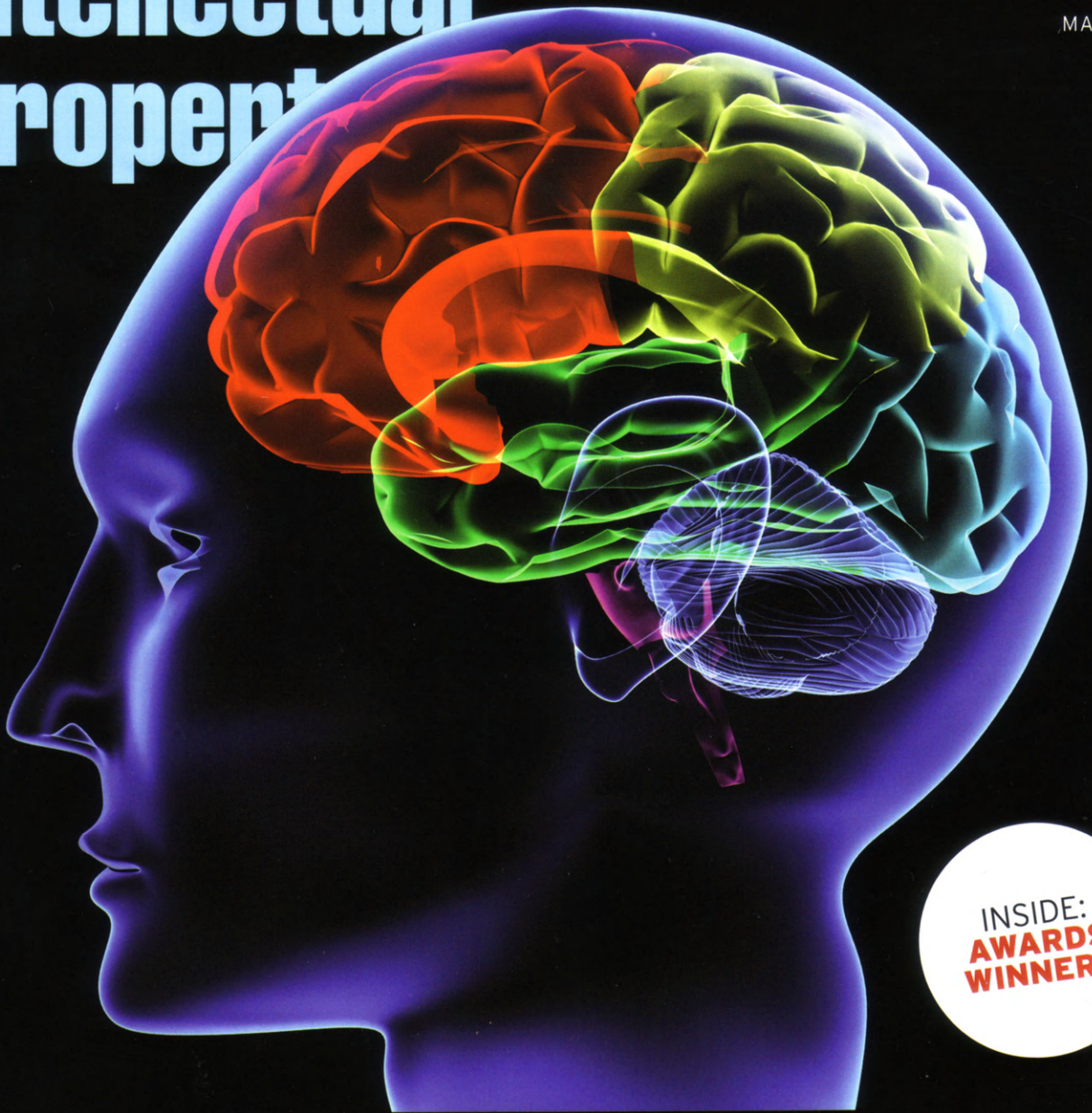


Managing Intellectual Property

SPECIAL FOCUS:
**BRAND
MANAGEMENT**

INCORPORATING **IP ASIA**
WWW.MANAGINGIP.COM
MAY 2009



INSIDE:
**AWARDS
WINNERS**

INSIDE THE MIND OF A TRADE MARK MANAGER

MEET 10 VISIONARY IN-HOUSE COUNSEL

HOW TO COPE WHEN
THE BOSS BECOMES
THE BRAND

VALUE-FOR-MONEY
PATENT STRATEGIES
IN ASIA

TACTICS TO TACKLE
UNFAIR ADVERTISING
IN EUROPE

YOUR GLOBAL
GUIDE TO DESIGN
PROTECTION

NATIONAL AWARDS



COLOMBIA

WINNER:

CAVELIER ABOGADOS

Cavelier Abogados boasts over 50 years of experience in IP law and is the clear market leader across sectors, including specialisations such as new plant varieties. The firm is also acts for international clients such as Louis Vuitton and Harrods.

SHORTLIST

Baker & McKenzie

Brigard & Castro

Cavelier Abogados



CZECH REPUBLIC

WINNER: ROTT

RUZICKA & GUTTMAN

Blue-chip clients including Nike, Hugo Boss and Louis Vuitton have chosen Rott Ruzicka & Guttman to help protect their IP rights in the Czech Republic. The firm is particularly noted for its anti-counterfeiting work for major brand owners.

SHORTLIST

Cermak Horejs Matejka a spol

Patentservis Praha

Rott Ruzicka & Guttman

Traplová Hakr Kubát

Vsetecka Zeleny Svorcik

Kalensky & Partners



DENMARK

WINNER:

GORRISSEN FEDERSPIEL

Gorrissen Federspiel is a prosecution specialist that has also built up a strong reputation for its trade mark and design litigation. It is acting in Denmark's first case on geographical indications involving the Budweiser mark and also handled the first case over colour trade marks in the country.

SHORTLIST

Gorrissen Federspiel Kierkegaard

Inspicos

Kromann Reumert

Plesner

Zacco Denmark



FINLAND

WINNER: ROSCHIER

Full-service law firm Roschier boasts the largest IP practice in the country. It has been advising Nokia in its dispute with Qualcomm, Pfizer over its Lipitor drug and AstraZeneca in numerous cases, as well as acting in a trade mark dispute involving Yellow Pages.

SHORTLIST

Backström & Co

Berggren

Bird & Bird

Kolster

Roschier



FRANCE - PROSECUTION

WINNER:

CASALONGA-JOSSE

One of the few firms in France that can claim a top-rated practice across all areas of IP is Casalonga-Josse. It is particularly commended for its work in the pharmaceutical sector and in the past year has boosted its national and CTM practice to become one of the leaders in the country.

SHORTLIST

Beau de Lomenie

Casalonga-Josse

Cabinet Lavoix

Cabinet Plasseraud

Santarelli



FRANCE - CONTENTIOUS WORK

WINNER:

VERON & ASSOCIÉS

Veron & Associés stands out for the quality of its advocacy in the courtroom and service to clients. This year the firm acted for bioMérieux in its successful 14-year battle with DBV and Schindler in its case against Otis.

SHORTLIST

Bird & Bird

Cousin & Moatty

Duclos Thorne Mollet - Viéville & Associés

Howrey

Véron & Associés



HONG KONG

WINNER: DEACONS

In the past 12 months Deacons has been acting for Japanese electronics company NEC against counterfeiters who had fraudulently licensed NEC marks to over 20 businesses. It has also advised business-to-business matching company TradeEasy in a trade secrets case against two employees.

SHORTLIST

Baker & McKenzie

Deacons

Marks & Clerk incorporating

Lloyd Wise

Lovells

Wilkinson & Grist



HUNGARY

WINNER:

DANUBIA PATENT & TRADEMARK ATTORNEYS

The winning local firm can boast that it has been ever-present in the top tier of *Managing IP's* survey since it was started in 1996. With more than 100 staff, Danubia acts for a distinguished list of clients.

SHORTLIST

Advopatent

Danubia Patent & Trademark Attorneys

Gödölle, Kékes, Mészáros & Szabó

SBG&K Patent Law Office