

Full Dream Ahead.

IP Expertise to Secure
Your Course.

Meritas IP Group

Successful businesses are fueled by ingenuity and innovation, which create valuable intangible assets. Protecting these intangible assets requires guidance from legal experts with detailed knowledge of local, national, and international Intellectual Property (IP) laws; exceptional technical insight; and deep connections with IP lawyers in markets across the world.

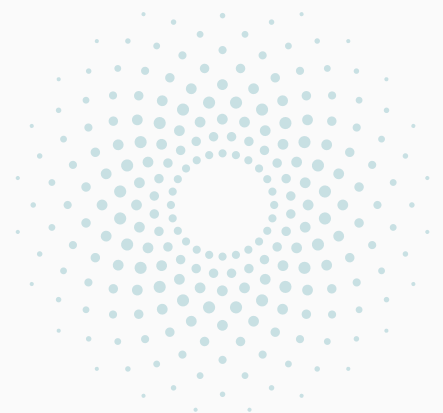
You need a legal partner who can skillfully advise you on IP strategy, smoothly manage your IP portfolio, robustly protect you against IP infringers, and can guide you in the commercialization of your IP assets.

The Meritas Intellectual Property Group meets these needs. Part of Meritas, the premier global legal alliance, we are a **closely connected network of over 400 IP lawyers in more than 140 critical business markets across 70 countries.**

If you are an established corporation or a new and expanding company, Meritas IP lawyers have the knowledge, experience, and connections to protect and maximize the value of your IP assets and set you on a course for growth.

They work
collaboratively
as an extension
of our own team
and deliver
succinct advice
and **prompt**
solutions.

— IP Client
United Kingdom



Who We Advise

Meritas IP lawyers work in close collaboration to serve public sector organizations, private companies, start-up enterprises, and not-for-profit organizations across the full spectrum of industries.

- Banking & Financial Services
- Consumer Goods
- Energy, Mining & Natural Resources
- Food & Beverage
- Hotels & Hospitality
- Manufacturing
- Pharmaceuticals & Life Sciences
- Professional & Technical Services
- Real Estate
- Retail
- Sports & Entertainment
- Technology, Media & Telecoms
- Transportation

Securing the Way Forward:

Meritas IP Services

Meritas IP lawyers are engaged as trusted counsel on all legal and business aspects of creating, managing, and protecting your IP rights. We advise on IP strategy, the management of IP portfolios, and the resolution of IP disputes.

We look to work collaboratively, as an extension of your team, in seeking practical solutions that meet your needs.



IP ADVISORY & TRANSACTIONAL

We provide detailed strategic IP advice related to the protection and exploitation of IP assets. We advise on effective brand protection strategies; the sale, licensing and transfer of IP rights; and undertake IP due diligence for business sales, purchases, and joint ventures. With Meritas, your IP assets are maximized in the pursuit of business goals.



IP PORTFOLIO MANAGEMENT

We provide support and guidance in the management of IP portfolios and assets, domestically and internationally. From the registration and administration of trademarks, copyrights, and design rights to the preparation and prosecution of patent applications, you benefit from our legal expertise, attention to detail, and long-term perspective.



IP DISPUTE RESOLUTION

A significant element of our work is protecting IP assets against infringers. Whether it is developing strategies to avoid litigation and settle disputes, or actively prosecuting IP infringement in local, national, or international courts – our goal is to protect your IP assets and their market value. We also advocate for those accused of IP infringement by devising effective defense strategies, pursuing counterclaims, or enacting other measures to ensure a successful outcome.

Delivering Excellence in IP Advisory, Management, & Dispute Resolution

Meritas IP Group members have advised on hundreds of Intellectual Property matters internationally. The following illustrate how members have advised clients on the management and defense of their IP assets around the world.

IP ADVISORY & TRANSACTIONAL

▶ **Industry: Software | Market: China**

Advised a Cyprus-based financial trading software developer on its application for a Value-Added Telecommunications Services (VATS) from the Ministry of Industry and Information Technology (MIIT), in a manner that protected their software copyrights. Our guidance helped the client plan their entry into the Chinese market, manage their IP rights, and secure the necessary licenses.

▶ **Industry: Automotive | Markets: India & Global**

Conducted due diligence related to the acquisition of the global IP assets of the CAMSO brand of Michelin Tyres, as part of CEAT Tyres' successful acquisition of the CAMSO brand for US \$225MM. Based on our due diligence, the client was able to assess the extent of the protection available, the missing chain of title documents, and identify historical issues.

▶ **Industry: Healthcare & Life Sciences | Markets: Taiwan & USA**

Conducted IP due diligence for venture capital firm, Taiwan Capital, a major investor in US life sciences companies. Our advice gave the green light to the client investing in a Series B2 venture round with MedRhythms, a pioneering neurotherapeutics company.

▶ **Industry: Manufacturing | Markets: Australia, Asia, & Latin America**

Supported an Australian-based manufacturer of household appliances and consumer electronics in its expansion in Asia and Latin America. Meritas members in Australia, China, Japan, Panama, Central America, and Ecuador worked together to conduct trademark clearances, filing strategies, and trademark prosecution work – enabling the client to expand into new markets with confidence.

- ▶ **Industry: Food & Beverage | Markets: Singapore & Malaysia**
Engaged by Pernod Ricard Singapore Limited to develop a comprehensive research paper for the Ministry of Health in Malaysia. The paper advocated for the mandatory implementation of Lot Identification Codes (Lot Codes) as the official traceability system for all alcoholic products in Malaysia.
- ▶ **Industry: Software | Markets: Lithuania, Poland, & Ireland**
Advised STP Informationstechnologie GmbH, a leading European legal technology provider, on the acquisition of 100% of Amberlo Technologies, UAB, a Lithuanian cloud-based legal software company. We conducted legal due diligence with a focus on IT, IP, and GDPR, assessed merger clearance requirements, led acquisition negotiations, drafted the share purchase and sale agreement, and provided escrow services to facilitate transaction payments.
- ▶ **Industry: Food & Beverage | Markets: USA, Canada, & Mexico**
Safeguarded and structured the intangible assets involved in the acquisition of Sunrise Growers by Canadian food and beverage company Nature's Touch. Our advice included IP due diligence, trademark registration, and trademark assignment agreements.
- ▶ **Industry: FinTech | Market: Egypt**
Acted as IP counsel to Halan for Information and Technologies, an Egyptian Fintech provider, advising on all IP-related matters, including obtaining operational licenses for IT services, registering their mobile application and software, and managing trademark prosecution and portfolio administration.
- ▶ **Industry: Fashion | Markets: UK & India**
Meritas members in the UK and India worked together for a British fashion brand selling its Indian trademarks to its long-term franchisee in India.
- ▶ **Industry: Technology | Markets: Australia, Europe, & USA**
Conducted due diligence investigations for multiple patent chain-of-title, freedom to operate, and in-licensing restrictions on behalf of an IT startup. Conducted an IP audit of new inventions and created and recommended international patent filing strategies. Provided commercialization and privacy advice in respect to storage and management of personal data acquired from IT devices across multiple jurisdictions.

From fashion to
fintech, software
to life sciences,
Meritas IP Group
members have
experience
protecting the
IP assets across
a broad range
of consumer
and business-to-
business brands.



IP PORTFOLIO MANAGEMENT

▶ **Industry: Retail | Markets: Thailand, & Myanmar**

Acted for a leading Japanese brand clothing articles manufacturer and retailer on a large number of local trademark registrations, and recognitions of international trademark registrations.

▶ **Industry: Confectionary | Markets: UAE & Saudi Arabia**

Supported the brand expansion of global confectionary company, Haribo, by advising Rigo Trading S.A; the IP holding company for the Haribo group, in successfully filing trademark applications in the UAE and Saudi Arabia. Also helped the company navigate complex local regulations and IP laws concerning alcohol-related products, helping position the client for continued growth and brand protection in a competitive market.

▶ **Industry: Automotive | Markets: Global**

Represented Voltu Motors, which electrifies existing vehicles, in building a global portfolio of utility patents for key technologies in the electrification conversion process, as well as securing numerous trademarks. This IP portfolio has helped the company secure contracts with automotive manufacturers around the world, most recently with a major auto maker in Germany.

▶ **Industry: Real Estate**

Markets: Australia, New Zealand, UK, France, China, Switzerland, & Singapore

Managed the global trademark portfolio of a leading Australian-based commercial and industrial property group. Working seamlessly with Meritas IP counsel in other world markets, our counsel involved maintenance of the client's existing trademark registrations, attending to new filings, and prosecution of new trademarks, as well as general trademark advisory services.

▶ **Industry: Personal Care | Markets: France & USA**

Assisted a French natural cosmetics company with maintenance filings for its registered US trademarks.

▶ **Industry: Professional & Technical Services**

Markets: USA, UK, & EU

Represented Teneo, the US-based public relations and advisory company, in filing trademark applications in the UK and EU.

▶ **Industry: Retail | Markets: Norway & USA**

Managed the US trademark portfolio of a leading Norway-based provider of pregnancy and nursing pillows and maternity products. Our work included prosecuting trademark applications, maintaining registrations, and filing letters of protest on behalf of the client.

▶ **Industry: Sports & Entertainment | Market: Nigeria**

Acted for FIFA and the International Olympic Committee (IOC) in managing their IP portfolios in Nigeria, including the registration, maintenance, and enforcement of its trademarks. This engagement is particularly significant given these organizations' global reputations and the widespread recognition of their brands.

▶ **Industry: Pharmaceuticals**

Markets: Brazil, Colombia, Costa Rica, Guatemala, Honduras, Mexico, Nicaragua, UK, Uruguay, & Vietnam

Managed the worldwide trademark portfolio of a pharmaceuticals manufacturer. Working with Meritas members around the world, we undertook new trademark filings, prosecutions, renewals, and provided dispute resolution support.

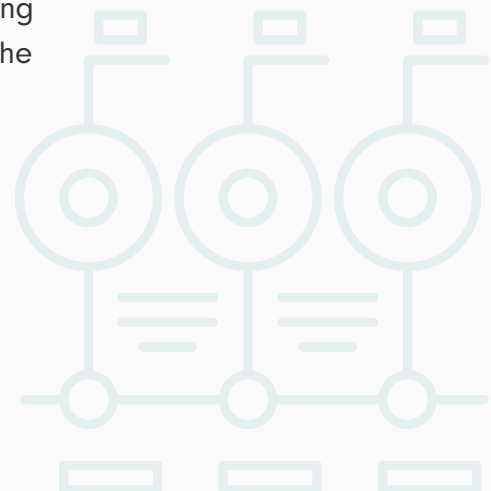
▶ **Industry: Food & Beverage | Markets: Worldwide**

Represented Team Foods Colombia S.A., in the management of its IP portfolio around the world. We were responsible for structuring the company's global IP protection strategy and have guided the company through several disputes.

They always
attend to the
matter with
utmost care
and diligence.

They **never**
compromise
on the quality
and standard
of the case.

— IP Client
India



IP DISPUTE RESOLUTION

▶ **Industry: Cannabis | Markets: China & USA**

Acted for the US owner of the popular Jeeter vaping brand in protecting its IP rights in China. Following discovery that the brand had been extensively squatted, we carried out investigations on similar trademarks, identified bad faith squatters, and ensured our client's IP rights were defended and positioned for effective future protection and enforcement in China.

▶ **Industry: Professional Services | Market: UAE**

Acted for Andersen Tax LLC, the global tax advisory firm, on a number of IP enforcement cases including the nullification of trade names used by an infringing party in the UAE. The infringing entity was found to be using the trademark to mislead potential clients, falsely implying a connection with the firm. Since initiating the UAE case in 2023, the court found in favor of Andersen, awarding damages and ordering the cancellation of infringing trade names.

▶ **Industry: Food & Beverage | Market: USA**

Represented Ulker Biscovi, the Turkish food and beverage manufacturer, in litigation in the Northern District of Illinois against grey market seller of the client's goods.

▶ **Industry: Life Sciences & Pharmaceuticals | Market: USA**

Represented Hongene Biotech Corporation, a specialist nucleic acid CDMO in a successful challenge before the US PTO's Patent Trial and Appeal Board (PTAB), after our client was sued by ChemGenes for patent infringement. After extensive briefing and depositions, the trial board found in favor of Hongene and ruled that all claims of a patent by ChemGenes Corp., No. 9,884,885, were unpatentable. The Board's ruling helps establish that our client's work involves chemicals that can't be patented, by ChemGenes or any other competitor.

▶ **Industry: Retail | Markets: Australia, UK, & France**

Acted for an Australian-based global integrated commercial and industrial property group in protecting its trademarks in the UK and France against suspected infringers. Worked with Meritas local IP counsel to approach and commence opposition proceedings and implement settlement arrangements against applicants of trademark applications that appeared to overlap the clients trademarks.

▶ **Industry: Fashion | Market: Nigeria**

Represented Advance Magazine Publishers Inc., in the enforcement of its trademark rights arising from the unauthorized use of the *VOGUE* mark by a local fashion brand in Nigeria.

Industry: Food & Beverage | Market: Egypt

Successfully obtained a favorable court judgment for Libby's, one of the most well-known brands of quality products, in a dispute before the State Council Courts in Egypt. The court ruled to revoke all trademark registrations deemed to be counterfeit in Egypt, affirmed that Libby's trademark is recognized as a well-known trademark, and confirmed its legal protection under the Paris Convention for the Protection of Industrial Property and National Law.

▶ **Industry: Food & Beverage | Markets: Malaysia & Singapore**

Represented the Alliance Against Counterfeit Spirits Limited (AACS) in Malaysia in combating illicit trade in alcoholic products through robust IP enforcement, strategic stakeholder engagement, and impactful policy advocacy. Our work has included partnering with the Malaysian Ministry of Domestic Trade and Cost of Living (MDT) and the Singapore Police and Customs on successful local and cross-border enforcement operations against counterfeit liquor providers.

▶ **Industry: Manufacturing | Markets: Australia & USA**

Acted for an Australian designer and manufacturer of drainage products, in the successful enforcement of its registered designs through the Federal Court of Australia. The case resulted in successful settlement and orders for permanent injunction, undertakings of non-infringement, destruction of infringing products, and the awarding of costs against a direct competitor.

We appreciate
the **practical**
approach they
take to solving
the issues we
face.

— IP Client
UAE



About Meritas

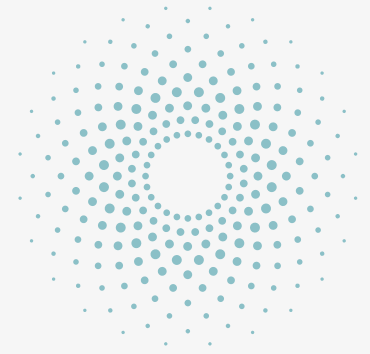
Meritas IP Group is part of the Meritas' global alliance of over 170 independent, market-leading law firms in 90 countries around the world. Meritas is an invitation-only legal network, built on the commitment of delivering high-quality legal advice, excellence in client service, and the development of long-standing personal relationships.

In addition to offering IP legal expertise, Meritas firms provide full-service legal capabilities to companies looking to effectively capture opportunities and solve issues anywhere in the world. Companies benefit from local knowledge, collective strength, and trusted reach when they work with Meritas law firms.

Founded in 1990, Meritas has member firms in 250 markets worldwide with more than 9,200 dedicated, collaborative lawyers. To locate a Meritas resource for a specific need or in a certain market, visit www.meritas.org or call +1-612 339-8680.



Your Meritas IP Contact in Delaware.



Wilmington, Delaware, USA
www.bayardlaw.com

BAYARD: IP PRACTICE PROFILE

Bayard's Intellectual Property group has extensive experience serving as Delaware and lead counsel in complex patent and commercial litigation in the District of Delaware, one of the nation's busiest venues for patent disputes. The IP group routinely handles matters involving patent, copyright, trademark infringement, and trade secret misappropriation, while also advising clients on trademark and domain name issues, IP licensing, and transactions involving IP assets. Bayard attorneys assist with preparing, prosecuting, and maintaining state and federal trademark applications, as well as advising clients on mergers, acquisitions, and loan transactions involving IP collateral. The group also drafts and negotiates software and IP licenses and litigates matters across a broad range of industries, with continued growth in the life sciences, software, and semiconductor sectors.

“Meritas enables Bayard to supplement its procedural and subject matter expertise with an extensive roster of intellectual property professionals across the country who provide valuable insight on consultation requests enabling our clients to benefit from large firm resources at mid-market pricing.”

EXAMPLE DEALS

- Served as Delaware counsel in patent infringement suits brought under the Hatch-Waxman Act regarding Bendeka®, an intravenous chemotherapy drug utilized for treatment of leukaemia and lymphoma.
- Bayard, with Skiermont Derby LLP, obtained the then third largest jury verdict (\$242 million) in Delaware’s history in a patent infringement suit concerning virtual assistant technology.
- Acted as Delaware counsel in defense of trade secrets, wrongful competition and patent infringement actions between competitors, including high stakes litigation concerning bulk acoustic wave high-band radio frequency filters for mobile and other wireless applications.

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Contact us anytime for help finding a qualified lawyer or firm, or to facilitate an introduction. Our team is here to guide you every step of the way.

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www.meritas.org