Protecting your interests worldwide
Our International Trademark Group
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Our international Trademark Group

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Eversheds Sutherland represents the combination of two firms with a shared culture and commitment to client service excellence. We are each known for our commercial awareness and industry knowledge and for providing innovative and tailored solutions for every client.

Eversheds Sutherland is one of the world’s biggest law brands. With over 2,300 working across our offices in Europe, the US, the Middle East, Africa and Asia, we have the strength and depth of resource to ensure your intellectual property is protected at all times.

- 69 offices across Africa, Asia, EU, the Middle East and the US
- 3,000+ lawyers across Eversheds Sutherland
- c. 100 IP lawyers
- 30+ countries in which Eversheds Sutherland has offices
- Consistently ranked in directories worldwide
Our international IP services

Our experienced team will work closely with you to develop effective strategies to manage your intellectual property portfolio. We can also provide all the services you need to identify, leverage, protect and defend the value of these assets.

The detailed technical knowledge of our intellectual property lawyers is an important aspect of the experience we bring to this area.

Key IP facts
- Eversheds Sutherland’s IP team is committed to technical excellence, pragmatic advice and costs certainty
- extensive experience in advising multi-national businesses in connection with the protection and enforcement of their brands internationally
- experience in countless industries and have worked in a variety of professions ranging from defense contracting to software development to biomedical research to government agencies

We offer
- global reach
- costs which are competitive, transparent and certain
- effectiveness, quality and value
- strategic commercial advice
- experience providing portfolio management services for global brands
- advice regarding the full array of IP-related contract matters including licensing, franchising and R&D agreements
- anti-counterfeiting

Areas of experience
Our international IP team comprises many lawyers providing the full range of IP services. This includes:
- trademark and patent prosecution, counselling, monitoring and litigation
- copyrights
- IP litigation
- media
- patents
- reputation management
- trade secrets protection and enforcement
- advertising compliance and disputes
- seizure of counterfeit goods
- section 337 cases before the International Trade Commission
- domain name disputes
- licensing and sponsorship agreements
Trademarks

When prominent companies look for brand advice, they rely on Eversheds Sutherland. We are one of a very small number of full-service law firms able to offer an integrated international trademarks and design filing service. By offering a full range of branding services in-house, we provide a one-stop shop for all your intellectual property needs.

Key trademark facts

- we are one of only a few global, full service law firms with in-house Trademark and Designs Filing practices in jurisdictions around the world
- our filing practices are based in the US, UK, Ireland, Finland, Germany and South Africa
- we handle major trademarks portfolios for a number of global and a number of FTSE 250 companies including many consumer products clients whose marks represent significant financial and strategic value
Industry Knowledge
Some of the world’s best-known companies trust their trademark and service mark protection to Eversheds Sutherland.

- Big data and data analytics
- Biomedical devices
- Biotechnology
- Cable television and digital broadcast systems
- Chemical technology
- Computers and software
- Consumer electronics
- Consumer products
- Energy
- Education
- Financial services
- Food and drink
- Manufacturing
- Microelectronics/MEMS
- Pharmaceuticals
- Retail
- Telecommunications
- Transport
- Wireless communications and systems

Services
Our counsel and representation extend to all facets of trademark law, including:

- counselling on the choice of names and marks
- performing searches to determine the availability of names and marks for use and/or registration
- preparing and filing trademarks applications across the globe
- prosecuting trademarks applications
- advising on the marketing and advertising of products and services
- policing potentially infringing uses of our marks online and around the world through our watching services
- representation in opposition and cancellation proceedings
- supervising trademarks audits and performing due diligence as part of corporate M&A, structuring and restructuring
- counselling on the resolution of conflicts concerning brand infringement, passing off unfair competition, trade practices and related matters
- negotiating and drafting agreements relating to the transfer of marks or rights, such as by licensing, assignment, security agreements, mergers or acquisitions
- representation in Section 337 cases before the International Trade Commission
- representation in domain name arbitration proceedings
- handling invalidity and/or infringement cases in national courts
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Our international footprint

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- Belgium: Brussels
- Czech Republic: Prague
- Estonia: Tallinn
- Finland: Helsinki
- France: Paris
- Germany: Berlin
- Hungary: Budapest
- Ireland: Dublin
- Italy: Milan
- Latvia: Riga
- Lithuania: Vilnius
- Luxembourg: Luxembourg City
- Netherlands: Amsterdam
- Norway: Oslo
- Portugal: Lisbon
- Poland: Warsaw
- Romania: Bucharest
- Russia: Moscow
- Slovakia: Bratislava
- Spain: Madrid
- Sweden: Stockholm
- Switzerland: Berne
- United Kingdom: London

US
- Atlanta
- Austin
- Chicago
- Houston
- New York
- Sacramento
- San Diego
- Washington DC

Asia
- China: Beijing, Hong Kong, Shanghai
- Japan: Tokyo
- South Korea: Seoul

Africa
- South Africa: Durban
- Tunisia: Tunis

Middle East
- Iraq: Baghdad
- Jordan: Amman
- Kuwait: Kuwait City
- Lebanon: Beirut
- Libya: Tripoli
- Mauritius: Port Louis
- Saudi Arabia: Riyadh
- United Arab Emirates: Abu Dhabi
- UAE: Dubai
- Yemen: Sana'a

Middle East
- Iraq: Baghdad
- Jordan: Amman
- Kuwait: Kuwait City
- Lebanon: Beirut
- Mauritius: Port Louis
- Saudi Arabia: Riyadh
- United Arab Emirates: Abu Dhabi
- UAE: Dubai
- Yemen: Sana'a
“They have a wide spectrum of technical knowledge, and we need that technical ability in the space we work in...they are responsive, and get things done efficiently. They are willing to go the extra mile, and add value to our work.”

Chambers USA
Our collateral showcases how our experienced team will work closely with you to help you implement effective strategies to manage your intellectual property portfolio. Our collateral covers all of the services our team can provide you with that you will need to identify, leverage, protect and defend the value of your assets.

We have included links on this page to our IP and Trademark brochures. For the very latest information and advice on IP and Trademarks, please feel free to contact one of our team.

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**IP brochure**

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**Trademark brochure**

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