

Bird & Bird & Brand Management Services



About Bird & Bird



We have 28 offices in 19 countries, Luxembourg being the latest addition

Since 1898 Bird & Bird has led the way in protecting the ideas that have made some of the world's greatest brands successful.

It's the firm's excellence in client service and passion for key industries that has attracted leading innovators.

Bird & Bird has 28 offices across Europe, the Middle East and Asia-Pacific and clients based in over 120 countries worldwide. With more than 1,200 lawyers and legal practitioners worldwide, we specialise in combining leading expertise across a full range of legal services, including advice on commercial, corporate, EU and competition, intellectual property, dispute resolution, employment, finance and real estate matters.



We have over 1200 lawyers internationally and a total headcount of over 2100 internationally



75%

of our clients work with us across more than one jurisdiction



practices and sectors
at Bird & Bird

Over a century of IP expertise

With our first trade mark case in 1898, we have been at the forefront of intellectual property for over a century and history has seen us involved in some of the most ground breaking matters. It's our reputation for quality and the passion and originality of our lawyers to this day that ensures we continue to stand out from the crowd.



The firm has now seen over 26 years
of continuous unbroken growth

With over 200 highly specialised lawyers dedicated to brands across our offices, we have one of the most respected intellectual property teams in the world. While our clients include some of the world's leading brand names, we are also committed to helping small and medium businesses protect their valuable intellectual property.



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We have advised clients
from over 120 countries
within the last year

Our internationally recognised IP experts offer unmatched contentious and non-contentious capabilities and experience in relation to all IP rights - in particular: trade marks, patents, copyright and designs. We advise on IP protection, enforcement, strategic management, valuation and monetisation of IP portfolios and our specialist anti-counterfeiting team ensures that genuine and safe products support a brand's reputation.

We excel at managing complex projects across multiple regions with a seamless one-firm approach.

Protecting and enhancing brand value

Bird & Bird combines its well-known strength in IP, advertising and sponsorship, marketing and franchising law to provide brands with a multitude of options to enhance the value of their brand.

Our aim is to streamline and simplify the co-ordination of legal advice in relation to brands worldwide. We are well known for our strength in providing brand owners with a strategic overview of their portfolio, identifying risk or opportunities that may be overlooked when using multiple firms.

Our lawyers are future-facing in their approach to our client's brands

We work with clients to develop a clear commercial strategy with a focus on increasing shareholder value. We cover all legal areas that will arise over the life cycle of a brand including: clearance, prosecution, enforcement and exploitation. We have a powerful team of individuals that have worked within client organisations and who have first-hand experience of the challenges faced in the management of large multi-jurisdictional brands. We work irrespective of borders, reviewing each legal issue not in isolation but collectively. We remain flexible at all times, tailoring our approach around our clients.

A global reputation and widespread recognition

Our team of talented and respected IP specialists at the firm contributes to its position at the pinnacle of the market for brand management. They are recognised in the top tier across the major legal directories for their business acumen, with clients, both local and multi-national, regularly praising them for their 'pragmatic and commercial advice' and 'innovative thinking'.



200+

We have over 200 lawyers dedicated to supporting your brand internationally



We work for 3 of the top 5 companies on the 'Interbrand Best Global Brands' report



100+

We have been protecting some of the world's most valuable brands for over 100 years



We are the only international firm to be ranked as having more lawyers recognised for expertise in trade mark law than any other firm internationally in the 'Trademarks 2015' by Who's Who Legal

“It lives, sleeps and breathes IP, pouring significant resources into its prosecution and enforcement capabilities to offer a truly holistic service.”

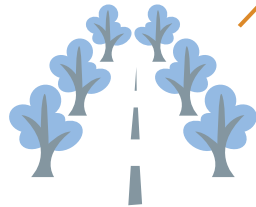
WTR 1000 2016

“Offers an impressive IP skill set, and is especially talented in brand management issues including trade mark enforcement and exploitation.”

Chambers Global 2016



Our Brand Management Services include



Clearance

We have considerable expertise in advising clients on trade mark portfolio strategies and on the risks associated with adopting trade marks. We conduct thorough searches to ascertain the worldwide availability of a proposed trade mark and provide professional expertise in the different ways available to clear the road to a new brand and make the project happen.



Prosecution

Due to our holistic approach we are skilled in devising filing strategies for existing trade mark portfolios and the application for new registrations anywhere in the world. We maintain a state-of-the-art software system, a single platform that provides a seamless interaction between our offices and external trade mark practitioners, as well as access for the client who can view the global portfolio in real time at any point.



Exploitation

We ensure our clients' brand architecture is structured in a way that will always enhance their financial position; working with them to determine the most effective expansion strategies. This could be in the form of advising on sponsorship, advertising, franchising, licensing, multi-channel strategies, sale of brands, reputation management, tax strategies and corporate structuring.



Enforcement

When brands fall under constant threat of infringement, we provide a team who have a unique competence in litigating and enforcing brands. It's this strength that sets us apart. We devise practical enforcement strategies; from providing advice on worldwide anti-counterfeiting campaigns, to cross-border litigation and arbitration.

“Bird & Bird has given flight to some of the world's most valuable trade mark portfolios.”

Get in touch

If you would like advice on how best to protect or enhance the value of your brand, get in touch for a complimentary consultation: brands@twobirds.com

“Remains an unquestioned leader at the very pinnacle of IP law”

Chambers UK 2016

Ranked as the ‘Leading IP firm in the World’

Who's Who Legal 2016



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