

## Overview

With most industries driven by innovation, the design of your product might be what sets you apart from your competitors—the key to your success. Dentons’ global presence—what sets us apart from our competitors—enables us to help you secure broad protection for the design of your products, wherever protection is needed.

Our design team works with you to develop the registration strategy for your designs. We will assist you during the registration process, help you manage your design portfolio, and when it comes to defending or enforcing your designs, you can count on us as well.

We know that a thorough knowledge of our clients’ operations is indispensable. To optimally meet the individual requirements of various branches and markets, we have established branch-specific intelligence in numerous business fields over many years. This allows us to stay ahead of our competitors in many areas. And where we still need to make progress, we work hard at moving forward to leading positions. We are on the offense. Always.

We encourage our lawyers’ innovative thinking as we develop tailored strategies which go beyond standard solutions for you. We always strive to “think something nobody else thinks” and to improve on what already exists. Dentons understands that your product designs need our best efforts.

## Representative Experience

- **Bacardi and Company Limited:** Advising on their intellectual property/trademark, design, unfair competition matters in France, Russia and CIS, and coordinating a new bottle clearance in more than 16 countries, before their worldwide launch. The global set-up of this process was very challenging from a strategic point of view; therefore, our assistance was a crucial part in the success of the new product.
- **Multinational soft-drink manufacturer:** Advising in France and Azerbaijan on all of their trademark, design infringements and unfair competition matters. The team is also in charge of trademark customs seizures for the client.

## Your Key Contacts

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