

Intellectual Property and Technology in the Retail Sector in Central and Eastern Europe

Central and Eastern Europe

Intellectual Property and Technology

Businesses around the globe value intellectual property and technology services. These services allow maximum efficiency for companies, providing their customers with their own unique services. In perpetual motion, players must create innovative products and services to feed constant and escalating market demand. Everyone from the developer to the user has an enormous amount invested in products. In this high-stakes environment, you need protection for your original work. This requires a partner with extensive knowledge of different solutions who can choose the best legal remedy.

Dentons' lawyers understand these requirements and work relentlessly to protect your investment, whether it's a new medical device, company logo or computer software program. Together, we address complex legal questions with advice tailored to your business needs. From protecting intellectual property rights, through advising on data security issues, technology licensing and sourcing strategies, you receive practical and informed guidance.

Our integrated approach to litigation, counseling and transactions is a powerful strategy that delivers optimal results to you. To provide you with seamless service, members of our Intellectual Property and Technology (IP&T) practice frequently team with lawyers from other practice areas. Our enviable track record includes representing individual inventors, artists and entrepreneurs, public institutions, emerging companies, venture capital groups and global corporations.

Protecting your work to the highest caliber drives our efforts to learn about and promote the latest developments in the intellectual property arena. Our IP&T professionals lecture, teach and publish on intellectual property subjects. Additionally, we participate in committees of related organizations.

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Retail

Retailing has always been about survival of the fittest and most innovative. Many retailers have learned this the hard way. Others have reinvented themselves. Embracing change, innovation and new technologies is challenging, but this has always been the key to survival and prosperity.

You need to deliver at a local, national and global level, and change happens at an increasing pace. Having a legal partner that understands the myriad of business and legal issues you face, and can provide practical advice and solutions, has become even more important.

Dentons has been a trusted counselor to the retail industry for many years, offering a multidisciplinary focus covering:

- Real estate
- Competition
- Dispute resolution
- Employment
- Health care
- Pensions
- Technology and media
- Litigation
- Tax
- Data protection
- Intellectual property

We can help you navigate every aspect of your business, including media advertising, consumer credit, creation of customized shopping channels, copyright and trademark infringement, competition issues, data protection, health care regulatory considerations in pharmacy operations, and contracting with suppliers and distributors. Our global presence and cross-border expertise means we offer strategic, legal advice to retailers, and truly provide a "one-stop shop" of the highest caliber.

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