



Novagraaf

Intellectual Property

The Novagraaf Group

Leading Intellectual Property Consultants

Intellectual property: the key corporate asset

Companies operating in a global marketplace are constantly faced with new opportunities and challenges. Technological developments give rise to ever changing products, and new regulations demand compliance and transparency. Combined with the global reach of modern communication technology, this offers endless opportunities for capitalizing on Intellectual Property.

At Novagraaf, we consider Intellectual Property in all its forms to be one of the

greatest assets a company has in its possession. In the knowledge that you invest considerable resources in research, development, creation and communication, we believe that Intellectual Property rights should be properly protected, audited, exploited and managed as part of an overall strategy to leverage their full potential as an engine of growth. The Novagraaf group has the skills, experience and European coverage required to effectively help you to develop such a strategy, to identify opportunities and to take the necessary action.

Novagraaf: European consultancy, management and administrative services for Trademarks, Patents, Industrial designs, Domain names and Copyrights.



Who we are

Novagraaf is an Intellectual Property consulting group, one of Europe's leading service providers in the field. For our clients, we aim to be the preferred advisor for all IP-related legal, registration and organisational matters.

We are proud of this profile, with our well-balanced range of Intellectual Property consultancy and management services. However, we do not confine ourselves to traditional IP services, but can cater for all your IP needs. Besides high-quality filing and prosecution services, including searching, registration, renewals and watching, we also offer contentious / legal services and IP Management and Consulting services.

We can manage any Intellectual Property rights portfolio, no matter how large or complex. The majority of our work is related to Trademarks and Patents, but our professionals are also highly experienced in handling Industrial designs, Domain names and Copyrights.

The Novagraaf Group

In August 2000, the Markgraaf and Novamark groups – both well-known international companies active in the field of Intellectual Property rights – merged under the new name Novagraaf. The Novagraaf group has since then become one of the top 10 IP firms in Europe, with offices in Belgium, France, the Netherlands, Switzerland and the United Kingdom.

Today, more than 400 dedicated professionals and staff members across Europe deliver a full range of Intellectual Property services. Our network of partners and associates assures our clients top-quality representation worldwide. We are proud to have many of the world's leading businesses among our clients: clients who value our global outlook and coverage, and who benefit from our experience and expertise.



Trademarks

Trademarks

Our attorneys provide a full range of trademark services for both domestic and global portfolios, handling local registrations, community trademarks and international registrations (under the Madrid protocol). We manage and monitor your trademark assets, offer expert legal advice and work together with you on any other IP related issues, as true strategic partners. You can rely on our expertise and experience and benefit from our state-of-the-art IT systems and IP processes.

Filing and Prosecution services

Trade Marks and Designs:

- Search
- Registration
- Renewal
- Modification
- Watching
- Reports (current status)
- Formal objections

Regional approaches:

- Local registrations *client's country only*
- Community Trade Marks ('CTM') and Community Designs *all EU member countries*
- International Registrations *countries under Madrid Protocol (80)*
- Other countries *local registrations outside countries where Novagraaf is active*

Contentious / Legal services

Legal advice:

- Advice not covered under prosecution
- Oppositions
- Infringements
- Cancellations / Revocations
- Misuse / Abuse
- Other:
 - Licensing Agreements
 - Distribution Contracts
 - Exclusivity Agreements
 - Co-existence Agreements
 - Etc.

Representation:

- In court (partner with law firms)
- Out of court
- Local Registries, OHIM

Mediation & Arbitration

Customs

Enforcement

Copyright

IP Management and Consulting services

Organizational:

- Audit, setup and / or restructuring of a client's IP department / function
- Outsourcing / Insourcing
- Training / Coaching
- Etc.

Financial:

- Valuation
- Taxation / Transfer Pricing
- Licensing / Royalty Audits
- Financial audits
- Sale, license back
- Etc.

Strategic:

- Capitalizing and / or saving on IP
- International presence & competition
- Strategic audits
- Filing strategies
- Portfolio restructuring
- Etc.

Marketing-related:

- Name creation
- Assistance in marketing teams
- Etc.

Bulk filing

- High volume activities or fulfilment

Domain name services

Software & IT-driven tools

- Easy IP
- TM Webscan
- Etc.





Filing and Prosecution services

Searching (Prior Art)

Drafting

Translation

Filing

Post Filing Formalities

Search and Examination Reports

Grant Formalities

Payment of annuities / taxes

Obtaining SPC's

Contentious / Legal services

Legal advice:

- Advice not covered under prosecution
- Validity
- Freedom to Operate
- Infringements
- Revocations
- Oppositions
- Other:

Licensing Agreements
Distribution Contracts
Exclusivity Agreements
Co-existence Agreements
Etc.

Representation:

- In court (partner with law firms)
- Out of court
- Local Patent Offices, EPO

Mediation & Arbitration

Customs

Enforcement

IP Management and Consulting services

Organizational:

- Setup / restructuring client's IP department
- Outsourcing / Insourcing
- Training / Coaching
- Etc.

Financial:

- Valuation
- Taxation / Transfer Pricing
- Licensing / Royalty Audits
- Sale, license back
- Etc.

Strategic:

- Capitalizing and / or saving on IP
- International presence & competition
- Filing strategy
- Portfolio restructuring
- Etc.

Marketing-related:

- Assistance in marketing teams
- Etc.

Software & IT-driven tools

Patents

Our international team of patent professionals is highly competent in all relevant technical fields. We draft and translate patent specifications, file and prosecute patent applications, and advise on issues such as validity and infringement of customer and third-party patents. Novagraaf patent attorneys assist you in developing a tailor-made patent strategy, which protects and exploits your valuable inventions to the full. Patent attorneys at Novagraaf include native English, French, German and Dutch speaking professionals who are qualified to act before the EPO, WIPO and national Patent Offices.

Patents



Novagraaf's corporate values

Client satisfaction

We aim to exceed your expectations by working closely together with you to get to the very heart of the matter. Focusing on quality, optimal protection, on-time delivery and fair pricing, we help you to deploy your Intellectual Property in the best possible manner to maximize your company's performance and growth.

Competence

For more than 100 years, we have been a solid and stable partner for our clients. Years of experience and training enable our attorneys to provide you with exactly the services you require. This, together with our state-of-the-art IT systems, guarantees you efficient, cost effective and timely delivery. Our international orientation and European group structure are qualities that enable you to get the most out of your Intellectual Property on a broader stage.

Commitment

We believe that we can only offer you advice and services that are exactly tailored to your needs by working together in a close, reciprocal relationship. We combine this with constant research into changes in the marketplace and into your needs and expectations. This is *our* commitment to the success of *your* business.

Creativity

Our work is not limited to providing traditional IP services, we offer a full range of Filing and Prosecution, Contentious / Legal as well as IP Management and Consulting services. We are continually on the lookout for innovative new ideas to serve your needs even better. Our creative solutions and lateral thinking provide you with the highest level of service and quality.

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