



Centralised intellectual property management services

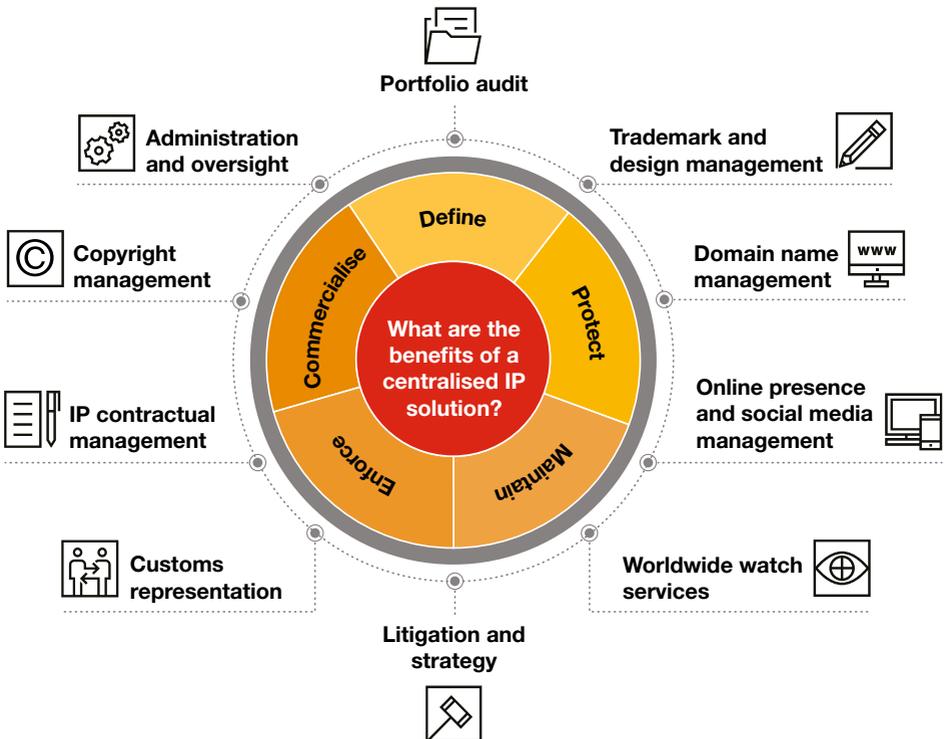


Protect your IP assets efficiently with our centralised management solution

Intellectual property (IP) assets, such as copyrights, patents, trademarks, designs, know-how and domain names, hold significant value for businesses – but managing them on a day-to-day basis can sometimes be complex. For this reason, PwC’s IP team supports organisations by managing their portfolios centrally.

To accomplish our mission of defining, protecting, maintaining, enforcing and commercialising IP rights in a fast-moving world, we use powerful and innovative tools. Technology gives us global visibility and control of the IP entrusted to us.

- efficient alignment of business and protection strategies
- rapid access to important data and documents
- immediate oversight of commercialisation agreements
- global vision of threats
- ongoing analysis of operating procedures





PwC's Intellectual Property team

PwC Switzerland is part of a global network of firms and is one of the largest professional services networks, present in more than 150 countries.

The Swiss-based IP team acts as single point of contact for clients and manages centrally IP rights from Switzerland in conjunction with our extensive global network.

Our attorneys-at-law and IP experts bring together their expertise in order to understand your challenges and support in an holistic way with all matters related to the management of your IP rights.



The four pillars of PwC's centralised management services

1



Ownership and protection

To ensure legal protection of IP assets, it is essential to properly define their ownership. PwC supports organisations by registering assets with regional, national or international IP authorities.

For some categories of IP assets, such as copyright and know-how, which can't be registered, we provide tailored protection advice, taking into account the specific national regulations.

2



Maintenance

We assist our clients by managing their portfolio of IP assets using a state-of-the-art control system. Our highly secure platform allows us to track expiration deadlines and actual use of assets in order to avoid expirations and non-use cancellation actions.

3



Surveillance

To enforce our clients' rights, we develop a global defence strategy and customised surveillance programme. As part of our worldwide watch services, we monitor applications, identify potential infringements, take the appropriate actions such as oppositions, and initiate the relevant negotiations to secure our clients' intellectual property rights.

Our close collaboration with the global customs authorities enables us to extend our surveillance programme and offer stronger border defence to protect clients' IP rights of imported and exported goods.

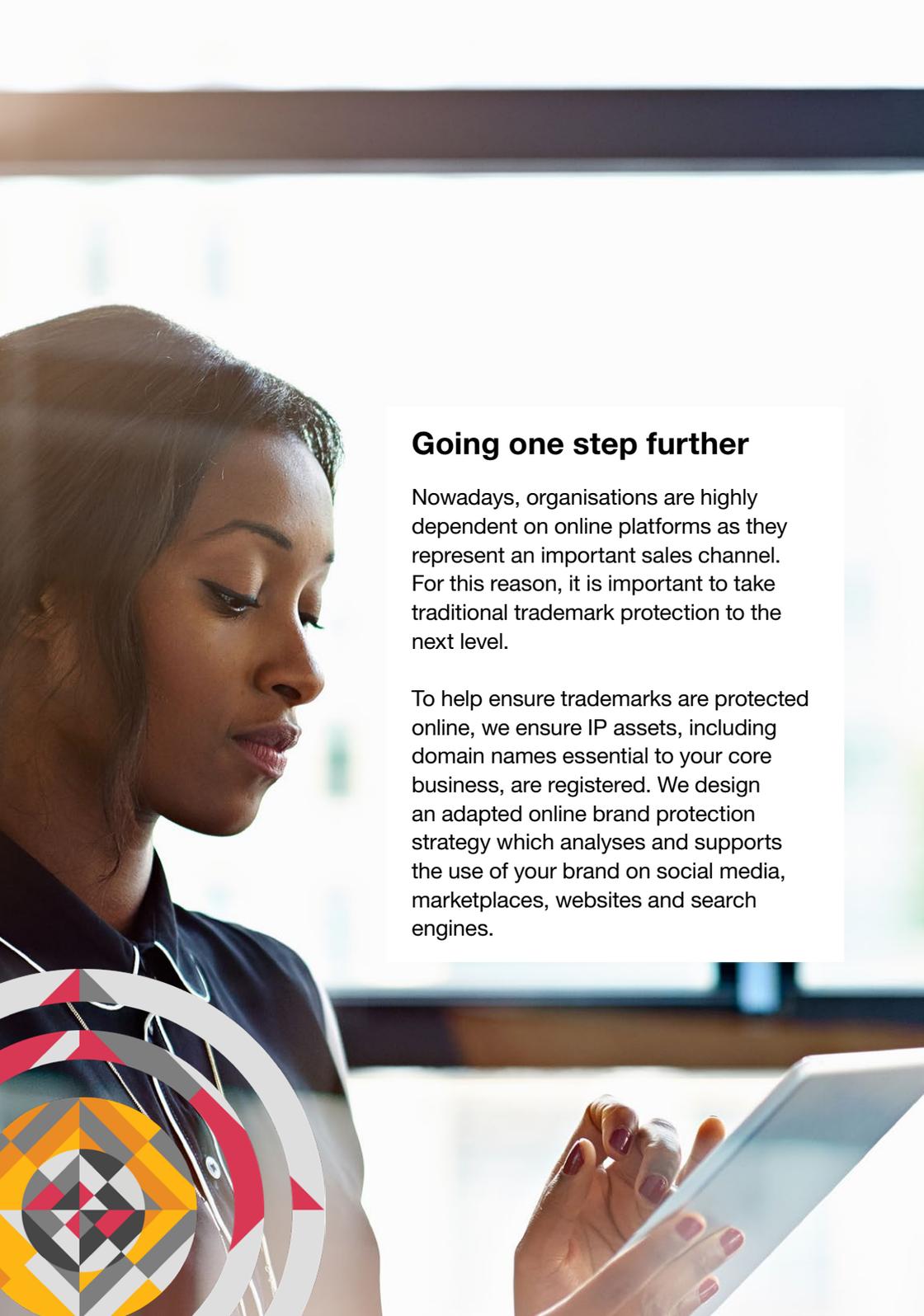
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Commercialisation

Our expertise and contractual know-how allows us to maximise the commercial exploitation of IP assets. We enable businesses by drafting and negotiating all types of domestic and international commercial contracts and maintaining them throughout their life cycle.

In the context of our clients' business activities, we conduct audits and due diligence, providing a detailed analysis of all IP assets, including domain names, which are often forgotten in the process. Our analysis reports cover the validity of the protection, the efficiency of its management and put a spotlight on potential risks.



Going one step further

Nowadays, organisations are highly dependent on online platforms as they represent an important sales channel. For this reason, it is important to take traditional trademark protection to the next level.

To help ensure trademarks are protected online, we ensure IP assets, including domain names essential to your core business, are registered. We design an adapted online brand protection strategy which analyses and supports the use of your brand on social media, marketplaces, websites and search engines.

Connected Expertise

We believe in intradisciplinary collaboration: we are stronger and more effective when we work together.



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