

1928

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LBP PATENT ATTORNEYS

THE PRACTICE

For more than 90 years our clients have been coming to us for advice in the fields of patents, trademarks and designs, something which cannot be taken for granted even given the long history of our practice, which was founded in 1928. We therefore feel all the more privileged to have worked with most of our clients for decades.

CLIENTS@LBP:

We have a diverse range of clients – and that is true in more ways than one: we advise our clients all the way from a start-up to a medium-sized business to a multinational company. Our clients are based both at home and abroad and are experts in a huge variety of fields.

LBP@KARLSRUHE:

The advantage of our location is no secret: Karlsruhe is the centre of a young, modern technology region having a flourishing economic structure mainly of medium-sized enterprises. Many of these businesses are highly innovative and are international market leaders in their specialist areas – hidden champions in the truest sense of the word.

NETWORK@LBP:

As a client of LBP, you naturally benefit from our global network of associate attorneys, built up over decades, which enables us to cover all types of IP rights in all kinds of technologies and in all the countries of the world. At the same time, through our close co-operation with specialist law firms, we are able to provide a full range of services in intellectual property.

IP – INTELLECTUAL PROPERTY

2 It is a fact commonly overlooked: in principle anyone is legally permitted to copy the achievements of third parties, provided there are no conflicting IP rights (and provided no unfair competition is involved). This applies not only to you, but also, of course, to your competitors if they try to take advantage of your research and development by adopting them in part or even in their entirety. Intellectual property rights provide the most effective means of protection against imitation:

- **PATENTS AND UTILITY MODELS:** for protecting products and methods that embody technical innovation
- **TRADEMARKS:** for simply providing an indication of origin – in the form of a name, a logo or a characteristic colourway or shape.
- **DESIGNS:** for protecting the external aesthetic appearance and effect of a product.

To protect your idea from unwelcome surprises we will advise you as to the most appropriate IP right for your product and support you all the way from application to grant (or registration) and of course beyond!

PATENTS

3 Technical inventions are usually the result of painstaking and cost-intensive research and development. The best inventions, however, are valuable only to the extent that they are protected against imitation. It is precisely such protection that is the essential purpose of a patent.

Together with the inventors, our patent specialists identify the broad concepts underlying your invention. On that basis they formulate the patent protection precisely so that it covers not only your own forms of the invention but also any potential workarounds that your competitors may devise and so is tailored to your specific sector and your market environment.

We not only undertake patent applications, patent enforcement and patent defence, but also deal with myriad other associated aspects, such as the law surrounding employee inventions or the licensing of your patents.

LBP IN NUMBERS:



TRADEMARKS

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Trademarks are valuable - and can even be worth a fortune. They are also a simple but very effective way of distinguishing your products and services from those of your competitors. It is often primarily the trademarks that impart „charisma“ to goods or services and ultimately determine their success or failure: a good trademark arouses emotions.

Our trademark specialists have many years of wide-ranging experience, enabling them to provide you with the entire spectrum of available brand and trademark protection and also to point out any associated pitfalls at home and abroad: before adoption of a new trademark or an extension to the use of an existing trademark, they conduct searches for any conflicting IP rights in your market environment, identify any weak spots and assess any risks. They then guide your trademark through application, examination, registration and extension as well as through contentious opposition and cancellation proceedings and the enforcement of your rights against third parties.

We thus create and maintain a sound foundation for successful marketing of your goods or services – and will continue to do so through the unlimited lifetime of the trademark.



DESIGNS

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Design is often the only distinguishing feature of a product that attracts the attention of a consumer, because functional differences between commonly used products are rare and the lifecycles of products have become increasingly short. Consequently an attractive product design, such as an aesthetically pleasing appearance or an original shape and colour scheme, is an especially important factor for a customer in deciding which product to buy.

Whether your design constitutes the essential worth of your product or is intended „merely“ to improve the appearance of a technical item, we search for conflicting IP rights and guide your design through application and registration at home and abroad.

We thus ensure that you benefit from effective and economically priced protection against imitation.





INTELLECTUAL PROPERTY ADVICE

PROTECTION OF YOUR INTELLECTUAL PROPERTY:

Working in close co-operation with you, we formulate the appropriate IP applications for your invention, your trademark or your design and guide you all the way through to grant or registration – worldwide too! To that end, we advise you on application strategies that are advantageous for you and your product, while always keeping an eye on the cost aspects.

SEARCHES:

With a view to avoiding possible future IP infringements and distinguishing your new IP applications from the IP rights of third parties, we search for third-party patents, trademarks and designs, analyse the IP landscape and assist you in finding workaround solutions.

IP MANAGEMENT:

We can manage your IP rights over their entire lifetime, ensure timely payment of annuities and maintenance fees and advise you of all necessary measures for maintaining and optimising your IP portfolio.

COMPETITOR MONITORING:

We can monitor new IP applications by your competitors to alert you early on to what participants in your market are working on – long before their products appear in the market.

LBP provides you with guidance and support through all stages of your product development – and beyond.

INTELLECTUAL PROPERTY INFRINGEMENTS

Our strong team of patent attorneys has the required expertise and the necessary resources to assist you in monitoring and enforcing your own patents, trademarks and designs and in defending them against the IP rights of your competitors.

We also have the right contacts: in contentious proceedings before the courts and in proceedings having international dimensions, we work with a worldwide network of (law) offices having the relevant expertise to assert your rights and to defend claims made against you.

ENFORCEMENT OF YOUR RIGHTS...

...against new applications by third parties: we monitor new applications by your competitors in order that potential IP conflicts can be avoided or countered in good time.

...against conflicting competitor products: we assess your competitors' products, compare them with your own IP rights and co-ordinate appropriate measures – from „friendly“ right-of-use enquiries, through out-of-court cease-and-desist orders to infringement actions before the courts.

DEFENCE AGAINST THIRD PARTY RIGHTS

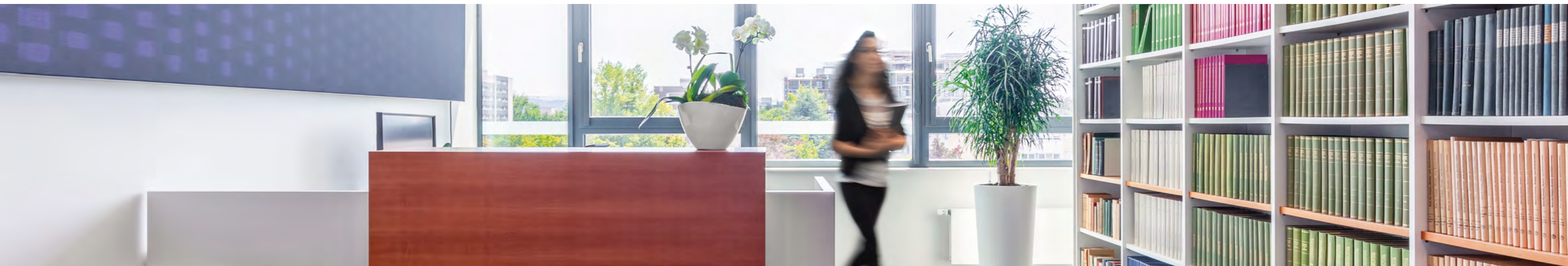
Every market participant must keep abreast of the IP rights of competitors and take note: ignorance is no defence!

If you nevertheless find yourself confronted by an allegation of infringing a third-party IP right, we work with you to find the best way to deal with it. At the same time as carrying out a thorough analysis of the third-party IP right and looking for its weak points, we also review your product to draw up valid non-infringement arguments and develop suitable defensive measures which may, of course, also include counter-attacks.

CONTRACTS AND AGREEMENTS

Many potential disputes can be settled privately or out-of-court by a mutual agreement and to the benefit of both parties in advance of official or judicial proceedings. This way of avoiding disputes is a particular focus of our legal practice at LBP.

But LBP is also your first contact for expertise in all other types of contractual arrangements in connection with intellectual property law – from a simple declaration of assignment for a newly acquired IP right through to complex multi-party co-operation agreements.





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***If I had asked people what they wanted,
they would have said „faster horses“.***

doubtfully* attributed to Henry Ford (1863-1947), founder of the Ford Motor Company

** So that there can be no doubt about your idea, allow us to protect it properly –
before someone else claims it as their own.*

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