

HOFFMANN EITLE



# Experience Quality

Protecting intellectual  
property since 1892





# Passion, creativity, clarity

Qualities that lead to success

What is it that makes intellectual property attorneys successful when it comes to filing, defending and enforcing intellectual property rights?

Is it the determination to exploit the maximum within the bounds of possibility? Is it the commitment to develop the best possible strategies when faced with a labyrinth of prior art and a maze of case law? Or is it the passion for turning complex facts and creative arguments into convincing pleas? At HOFFMANN EITLE, it is the in-depth and inspiring collaborations with our clients that lead to excellent results – we are passionate about your technology, your inventions and your products.

Experience the quality of a leading European intellectual property law firm that knows its clients' industries, challenges and objectives inside out.

# Always ready with the best solution

Added value in all aspects of intellectual property

Optimal results delivered as timely and efficiently as possible – our passionate and team-oriented attorneys, who are specialised in a wide range of technical and legal fields, are highly dedicated to our clients and their interests. Thanks to the cultural diversity within our team, we are just as familiar with the demands of Asian, American and European global players as we are with the needs of mid-sized companies. At HOFFMANN EITLE, you will find a strong, internationally connected partner that is always on your side in all areas of intellectual property law.

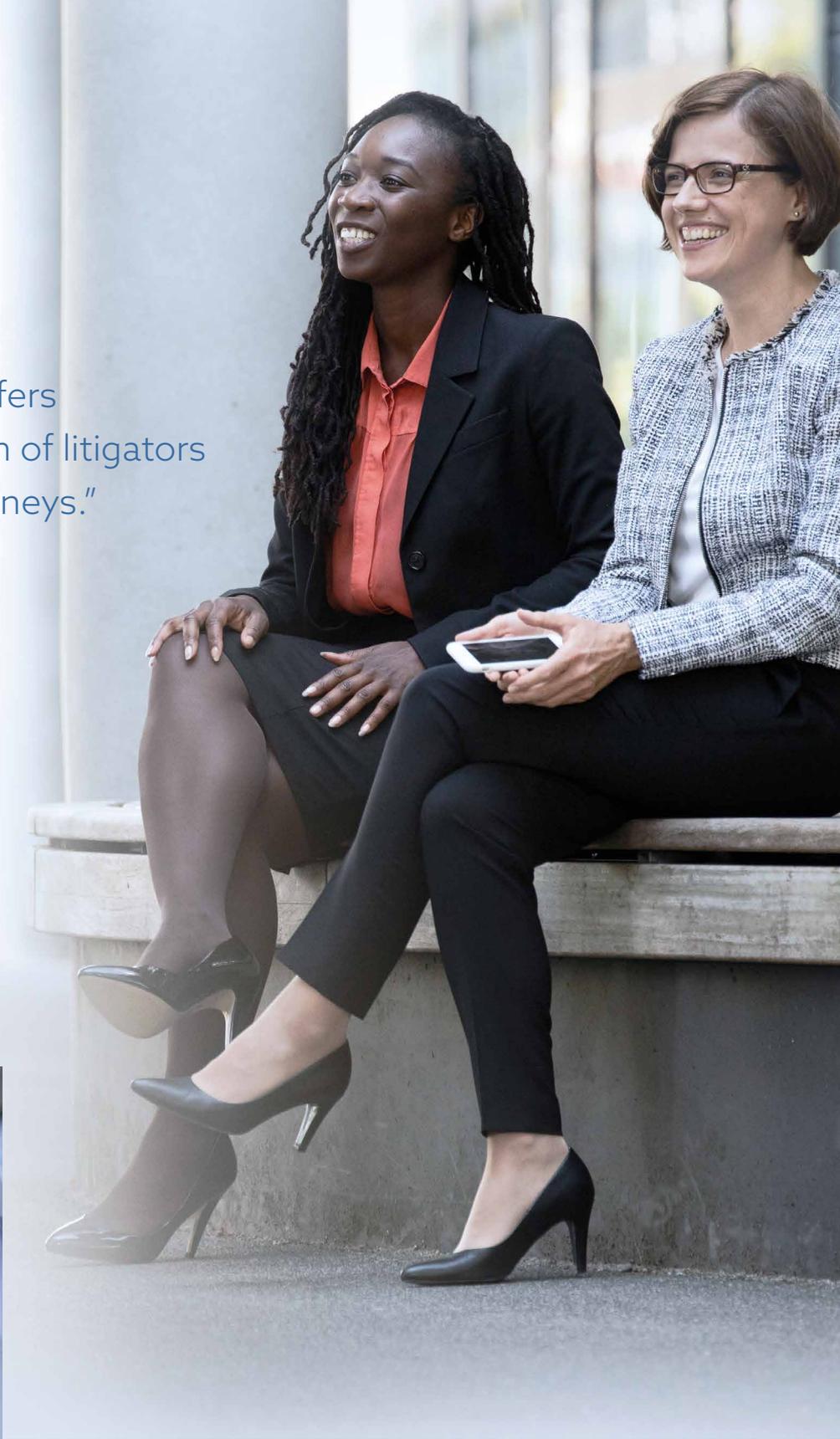
## Strong patents and utility models

Inventions are rough diamonds that can only achieve their true value through professional polishing. Participation in countless opposition and nullity proceedings has given us experience that we use to your benefit right from the outset. We carefully study all inventions and applications to ensure their full potential is realised, such as in respect to market development or case law.



“This team offers  
a fantastic combination of litigators  
and patent attorneys.”

Legal 500



## Reliability in SPC matters: at the confluence of patent and marketing authorisation law

We have played a leading role in obtaining, defending and enforcing Supplementary Protection Certificates for several years and can draw on a wealth of experience. Our patent attorneys have been and are currently involved in a number of key decisions by the Federal Court of Justice and the European Court of Justice. You can always depend on us to provide you with up-to-date developments in national and European case law regarding Supplementary Protection Certificates. Our ongoing activity at the Federal Patent Court, the Federal Court of Justice and the European Court of Justice puts us in an excellent position to support you in implementing your strategies. Since we have offices in several European cities, we are able to simultaneously coordinate your applications at the relevant national offices with ease.

## Creativity in employee invention law

Employee inventions in Germany are subject to strict legal regulations with many hurdles. Coming from a wide range of fields, our experts support both employees and employers in developing customised solution strategies.

## Added value in trademark law

Strong trademarks make a big difference, especially in competitive markets. We achieve value-added protection for your unique selling propositions (USPs) through efficiency during registration, consistency in portfolio management and strength in litigation. In addition to coordinating your IP strategies in Europe, our international team of attorneys can also support you worldwide thanks to its cultural understanding of markets, particularly in America and Asia.

## Creativity in design law

We protect the external design of your products using all means available, from design and competition law to 3D trademarks. Thanks to our strategic vision, we ensure comprehensive protection for the design elements of your products.

## Clear edge in patent infringement

The key to our superior arguments in patent infringement cases lies in the in-depth communication between our attorneys-at-law and patent attorneys. This close collaboration allows our attorneys to identify details crucial to an effective litigation strategy and make sense of even complicated facts, which are then fluidly developed into strong arguments. Central to our success is also the knowledge and support offered by other members of our well-established litigation teams, be it during the intense preparation stage, where the smallest details can make a difference, or in the courtroom, when quick decisions have to be made and much is at stake.





"Any fool can know.  
The point is to understand."

Albert Einstein



## Experience in alternative dispute resolution

Although arbitration is rather uncommon in patent law, it offers a number of advantages for both parties, especially if the dispute is not public. Our experience allows us to guide clients through this procedure, making optimal use of its unique possibilities in order to secure their business interests.

## Amicable solutions through mediation

It is not unusual for parties to recognise the potential to arrive at a creative, amicable settlement only after taking a closer look at a case. Mediation is often a far more economically sensible solution than protracted legal disputes in which both sides have a lot to lose. We help our clients develop the constructive and de-escalating strategies required for cooperative negotiation and mediation.

## Proactive approach to IP contracts

Our experience in negotiation management as well as in the exploitation and enforcement of intellectual property rights comes into play when negotiating and drafting licence and R&D agreements. Taking a proactive approach, we consider possible future scenarios, keep an eye on antitrust requirements and protect potential areas of conflict. We also help you draft watertight agreements, using clear definitions, clauses and formulations to ensure that your objectives are met.

## Clear vision in competition law

Claims are not exclusive to patent law. When advertising promises are put to the test or products are imitated, our attorneys can provide you with the best possible advice thanks to their extensive technical, scientific and legal expertise. We view competition law first and foremost through an IP lens, specifically as additional protection for your products in cases where patents, trademarks and designs are lacking or insufficient. We also use our strengths in dealing with technical and aesthetic issues to your advantage when it comes to assessing whether advertising statements deliver what they promise.

*At HOFFMANN EITLE, we traditionally attach great value to discussing the latest developments in intellectual property law with our clients and business partners. For more than 30 years, we have been regularly hosting seminars and conferences attended by renowned external speakers.*

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# You can count on us

The above-average success rate at HOFFMANN EITLE can be attributed to our wide-ranging expertise. In our international team, more than 125 highly specialised patent attorneys and attorneys-at-law from all relevant fields of intellectual property work closely together at the confluence of research, development, business and law. Our experienced teams take a tailored approach to each case to ensure your unique requirements are always met.

## Chemistry

Our chemistry team is one of the largest in Europe. No matter the area of chemistry, pharmaceuticals or life sciences, we have the right patent attorney for your needs. From a broad overview to the minute details, you can always rely on our comprehensive advice. We actively monitor and discuss the latest developments both in science and patent law. Blending individual skills with shared values helps us find flexible and robust solutions for each case.

## Biotechnology

From the most innovative technology, such as CRISPR/Cas or next generation sequencing, to market standards, such as RNA therapeutics or antibodies, we cover the entire spectrum of patents in biotechnology and related interdisciplinary fields, e.g., bioinformatics. Professional diversity, excellent connections and practical experience of our attorneys as experienced biochemists, enable our international team to quickly and precisely identify your goals and how to achieve them. The fine line between disclosure and prior art requires knowledge, experience and a good eye for detail. These qualities ultimately make the difference and lead to our success in an impressive number of cases.





“Knowledge is of no value  
unless you put it into practice.”

Anton Chekhov

## Mechanical engineering

From deep-sea robots to space stations, our mechanical engineering department has it covered. In our international team of more than 40 attorneys, you will always find the right expert who understands your company, your technology and your markets. Be it mechanical engineering, physics, computational mechanics, mechatronics, medicine, metallurgy, hydrogeology, biophysics, process and production engineering, brewing and beverage technology, or aerospace engineering, our attorneys have the specialised knowledge for your needs.

## Electrical engineering and digital technologies

In the face of digitalisation and the fast progression of disruptive technologies, being able to think quickly and stay up to date on all the latest developments is essential. The equally fast-paced parallel development of patent practice demands precision, vision and foresight. With more than 25 patent attorneys in our electrical engineering and digital technologies practice group, we are able to meet these high demands. Our passion and expertise ensure that you always receive expert advice, even in highly specialised, interdisciplinary fields such as bioinformatics.

## Patent litigation and contracts

At HOFFMANN EITLE, attorneys-at-law with extensive experience in litigation form teams with specialised patent attorneys. Together, they establish the technical, scientific and medical background of each individual case to form a legally accurate assessment. By joining forces, our attorneys can quickly establish the key details, communicate effectively and develop strong arguments for our clients. Our vast experience in the enforcement and exploitation of intellectual property rights also weighs into negotiations and drafting licence and R&D agreements.

## Trademarks and designs

You can count on us to protect and enforce your trademarks and designs. Our international team of patent attorneys and attorneys at law has decades of practical experience in proceedings before courts and offices in Europe as well as an understanding of the practices and markets in America and Asia. This enables us to provide you with sound advice and efficient solutions. We are the right partner for you when it comes to developing, filing, managing, defending and enforcing your individual trademark and design portfolios.



# Our international network

## Eight locations throughout Europe

With offices in Munich, London, Dusseldorf, Hamburg, Milan, Madrid, Barcelona and Amsterdam, we maintain close contact with our regional clients. We are also only a stone's throw away from the national and European patent offices and courts in key target markets. This enables us to act quickly and purposefully when decisions need to be implemented promptly.

## Diversity leads to synergy

At HOFFMANN EITLE, personal drive and individual strengths are highly valued. We place great importance on shared values, which in turn creates a diversity in our team that leads to valuable synergies for our clients and employees alike. Our team is made up of people from over 20 different countries on all five continents, with experts from a wide range of specialist fields. This creates a culture of open-mindedness and interdisciplinary collaboration in which each person is individually appreciated.

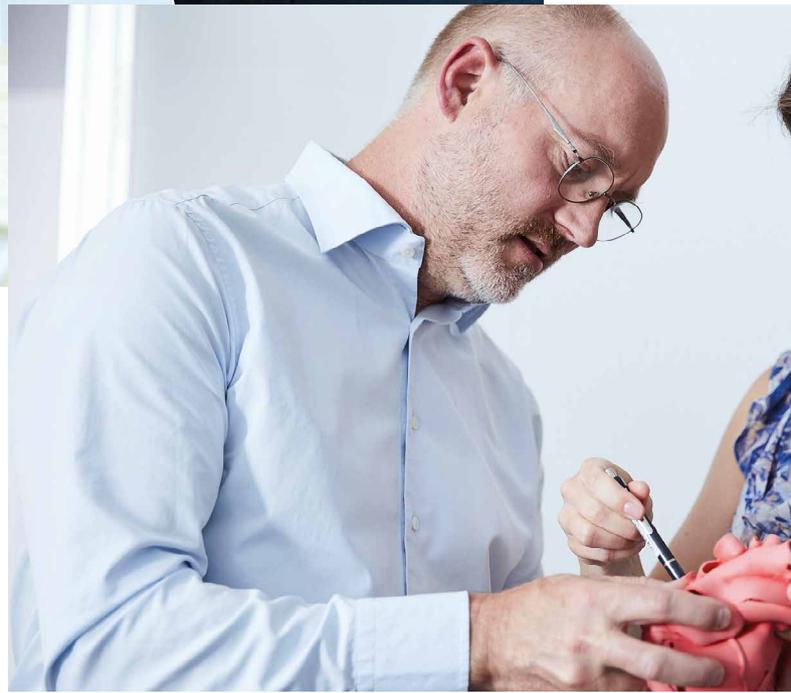


"Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved."

Mattie Stepanek



*Our diversity and togetherness extend beyond the workplace. Joint activities such as yoga sessions, tennis matches, sailing trips, after-work parties, our very own swing band, table-football tournaments, company fun-runs and much more exemplify our lively HOFFMANN EITLÉ community.*



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# We love a good discussion

A unique leadership style

At HOFFMANN EITL, the ability to see things from another point of view is essential for our shared success. A meeting of our partners sees approximately 50 individuals come together – each with equal rights and differing views – and reach decisions that are acceptable to everyone. This remarkable ability to work together then filters down to our employees and clients in all areas of the firm.



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# We value your feedback

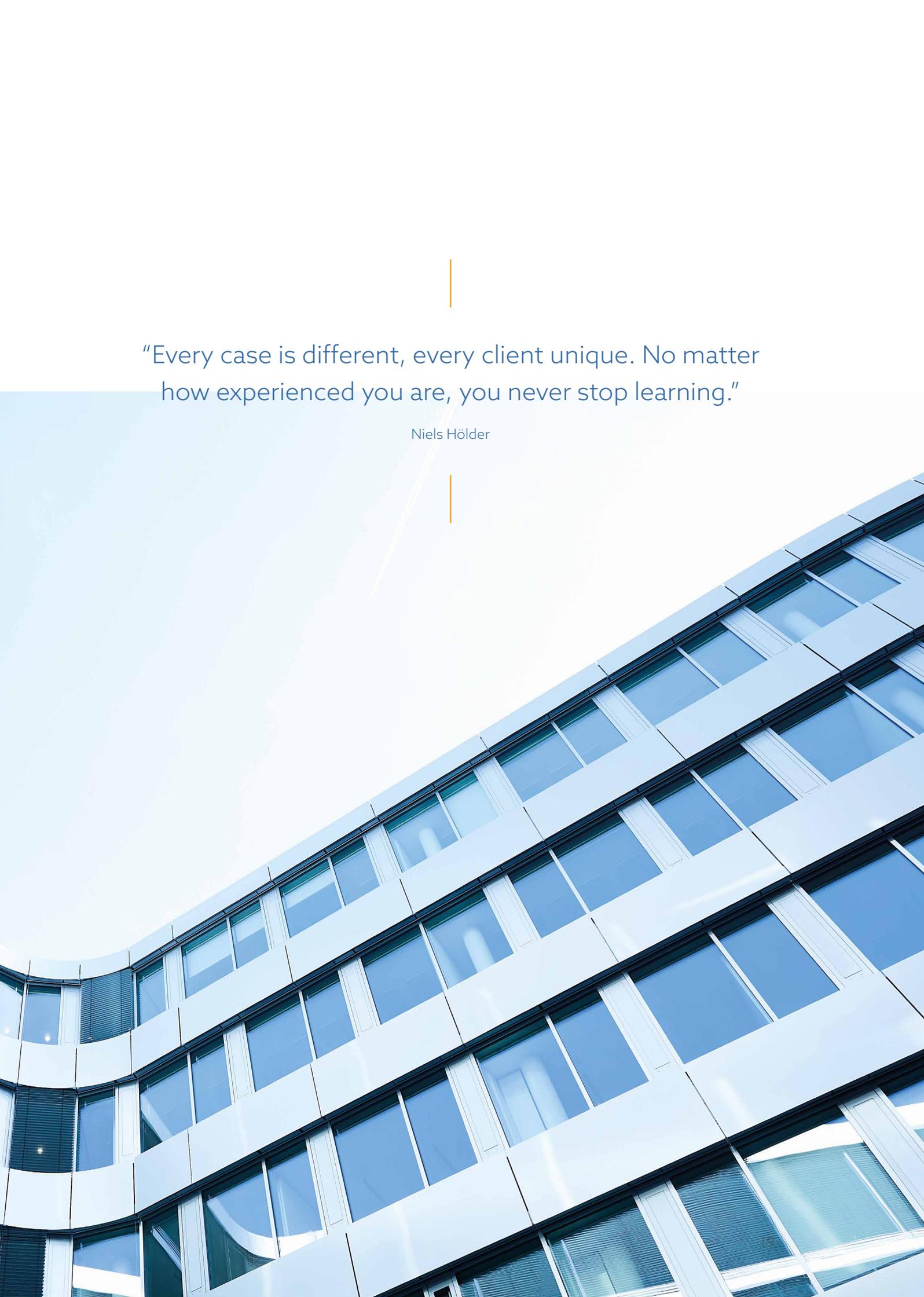
Let us hear from you

Year after year, the IP community continues to honour us with positive feedback and awards. What we enjoy receiving most, however, is personal feedback from our clients upon successful completion of a project. You can turn to us with confidence. We love to hear from you.

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"Every case is different, every client unique. No matter how experienced you are, you never stop learning."

Niels Hölder



HOFFMANN EITLE

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