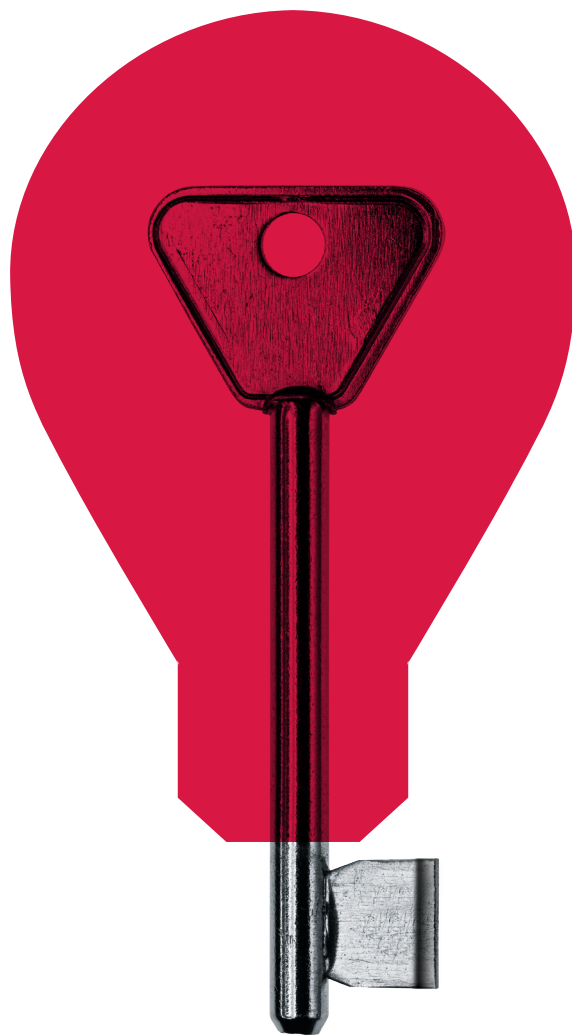


Practice Group

# Intellectual Property



**Schellenberg**  
**Wittmer**

## Practice Group

Our Intellectual Property Group focuses on legal advice, litigation and arbitration relating to intellectual property rights, know-how, data and related agreements. Alongside this, the IP team is active in transactional and cross-border matters, often in combination with the firm's M&A team. The IP team works across a wide range of sectors and has particular industry expertise in the life sciences, chemicals, automotive, foodstuff, consumer and luxury goods sectors.

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**What sets them apart is their approach to the client.**  
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Legal 500

### Expertise

We represent clients in litigation and arbitration proceedings as well as in criminal and administrative procedures that involve:

- Validity and infringement of patents, trademarks, geographical indications, copyrights and designs
- Matters relating to know-how and trade secrets, unfair competition and advertising, and domain names
- Disputes arising out of licensing, R&D, technology transfer, franchising, supply chain, distribution as well as marketing and sponsorship agreements

We also assist clients in the following areas:

- Advice and enforcement of protection and defense strategies concerning intellectual property rights, know-how, data and databases, and trade secrets
- Drafting and negotiating licensing, R&D, technology transfer, franchising and distribution agreements
- Conduct of IP due diligence and advice on intellectual property aspects of cross-border and M&A transactions
- Advice in the fields of media, sponsorship and advertising law
- Advice on regulatory matters
- Advice on competition and anti-trust law
- Expert opinions in the field of intellectual property and unfair competition law

We have significant expertise in the following industry sectors:

- Pharmaceuticals, biotechnology, diagnostics and medical devices
- Foodstuffs and beverages, incl. tobacco and cannabis products
- Consumer and luxury goods
- Automotive and mechanical industry
- Chemicals
- Cosmetic products
- Online service providers
- Electronics
- Restaurant and hotel franchising
- Telecommunication and digital network providers
- Media, advertising and branding

### Deals and Cases

- Representation of Merck Serono against a major US pharmaceutical group in a high-profile arbitration (USD 2 billion) arising out of a patent license agreement
- Advice to Philip Morris International on various IP, unfair competition and contractual matters
- Advice to Samsung on various IP, advertising and unfair competition matters
- Advice to Santhera Pharmaceuticals on various complex, multi-jurisdictional licensing and asset sale deals
- Advice to SIX Group on a complex transitional trademark license as part of the carve-out of SIX Group's European cards business into a strategic partnership with Worldline

### Recognitions

The group and leading practitioners are highly ranked and recognized among leading law firms in global directories and publications:

- Chambers Europe in Intellectual Property
- Legal 500 in Intellectual Property
- Lexology Switzerland
- WIPR Leaders
- World's Leading Trademark Professionals (WTR 1000)
- World's Leading Patent Professionals (IAM 1000)
- Managing Intellectual Property's IP Stars

## Contacts



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**Prof. Dr. Peter Georg Picht, LL.M.**  
Of Counsel Zurich

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**Schellenberg  
Wittmer’s strengths  
are their high level of  
technical expertise,  
communication and  
clarity. We are very  
satisfied with the  
cooperation.**

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Schellenberg Wittmer Ltd is your leading Swiss business law firm with more than 150 lawyers in Zurich and Geneva, and an office in Singapore. We take care of all your legal needs – transactions, advisory, disputes.



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