

A close-up, high-angle shot of a black cosmetic palette with several circular pans of eyeshadow in various shades of purple, pink, orange, and blue. A makeup brush is visible on the right side, applying product to one of the pans.

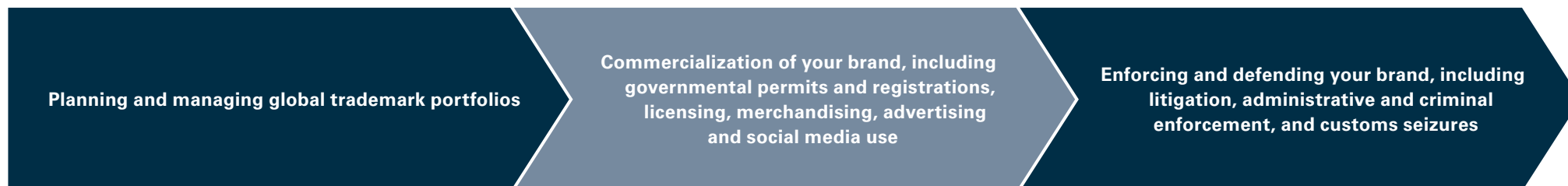
Global Brand Protection Solutions

Cosmetic Industry

We Help Brands Grow

For every successful brand, protecting and productively using intellectual property (IP) is a critical element of long-term growth. We assist you to develop your brand, and to protect it from reputational damages and harms caused by counterfeits.

With our industry experience and essential knowledge of the local markets around the globe, we strive to efficiently and quickly build your business and brand worldwide. As proven by substantial track records, our services comprise:

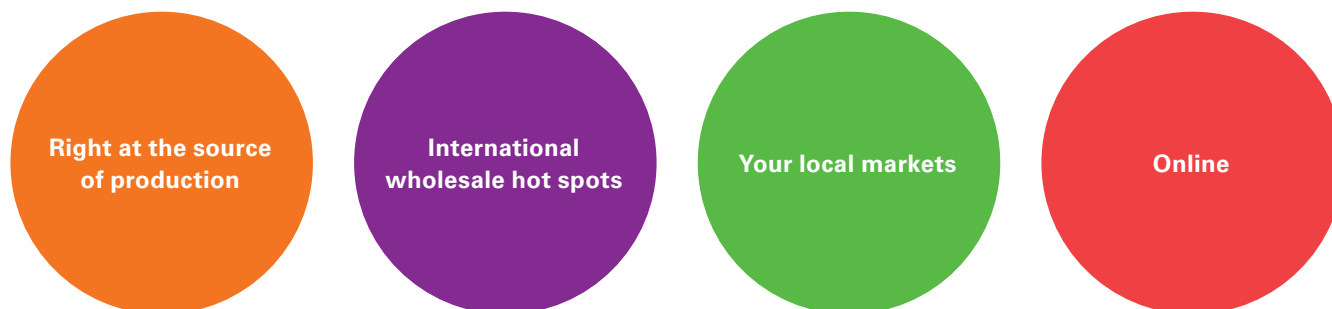


In Focus: Global Anti-Counterfeiting

"You do not have a successful brand unless you are confronted with counterfeits."

Once your brand has grown, it will be profitable for counterfeiters around the world.

Our well-integrated team fights counterfeits across the world on every level:



Our people around the globe work hand-in-hand, nearly on a daily basis, to organize raid actions and criminal enforcement, to monitor shipments and to coordinate investigations online and on the ground.

In particular, we focus on the following areas:



China

Our China IP team includes experienced IP lawyers and, rather unique for foreign outfits in China, its own in-house investigative unit, spread between Beijing, Shanghai, Yiwu, Taizhou, Guangzhou and Hong Kong. This autonomous investigative capacity, directly supervised and managed by our own IP specialists, allows us to directly investigate infringements and sight counterfeiting operations independently, with transparency and with the highest efficiency. Our legal team will then take the results of this investigative work to court or before the police, customs and other administrative bureaus for enforcement by raids, seizures and civil lawsuits. We averagely raid more than 100 counterfeiters each year and we support the investigative and enforcement work of our global anti-counterfeiting team.



Europe

Based out of Frankfurt, Germany, we work closely with local agents, criminal enforcement authorities and customs offices in all major European markets to coordinate criminal investigations, raid actions and customs seizures. We maintain close relationships with the Economic Crime Unit at EUROPOL, where we are accredited as specialists in anti-counterfeiting. Furthermore, our Frankfurt team manages the global trademark portfolios for many clients. Our 24/7 online accessible database comprises more than 13,608 trademarks from 192 countries.



North America

Based in the US, our team includes experienced IP lawyers with significant experience in litigation and enforcement actions. We are skilled at pre-litigation investigations, maintaining close ties with Customs and Border Patrol and other government agencies, including the National Intellectual Property Rights Coordination Center, and directly investigating infringements, including those proliferating on online marketplaces. When necessary, we efficiently use litigation as an anti-counterfeiting tool. In the US, we are uniquely experienced with Section 337 investigations at the US International Trade Commission (ITC), which provide fast, unique and powerful remedies to stop infringing products at the border – before they enter the US. Although many ITC Section 337 investigations are based on patent infringement, any unfair act associated with the importation of products into the US can form the basis of a Section 337 investigation. Our team has experience with Section 337 matters involving patents, trademarks, copyrights, grey market goods and theft of trade secrets.



Middle East and North Africa

Our Frankfurt team maintains close relationships with local agents in the MENA region. Together with these, we coordinate criminal investigations and raid actions, among others, in the shipping hot spots of Dubai and Abu Dhabi, but also in Saudi Arabia, Egypt, Morocco, Syria, Iraq and Pakistan. In 2020, we handled more than 90 cases in that region, resulting in the seizure of more than 400,000 counterfeits.



Online

Product piracy has grown tremendously through the internet. The last report of OECD and the EUIPO shows that the worldwide trade in counterfeited goods is worth more than US\$509 billion. Social media, marketplaces and websites are the major instruments to offer faked goods. To fight successfully product piracy, offline activities must be supported by online surveillance and specific legal actions. Our worldwide team focuses on coordinating these activities. Product pirates often use various websites to offer faked goods. Based on our investigations, and together with specialized service providers, we are establishing the links between websites and brick and mortar businesses or the persons behind such operations. Initiating raids with the authorities on the ground and take-downs of internet offers in a coordinated manner makes the difference.

Representative Experience

- **Cosnova Beauty** – Coordinating the global anti-counterfeiting program, including applications for customs seizures in more than 70 countries, more than 150 raid actions per year in more than 25 different countries and more than 630,000 seized and destroyed counterfeits per year for Europe's No. 1 brand for color cosmetics. We investigate all kinds of counterfeiting operations and enforcement actions for this client in China. We have established, in particular, a good monitoring service that allows us to stop infringement transiting through foreign trade warehouses in China, thus choking export before it even leaves China.
- **Well-known brand for kitchen appliances** – Representing in multinational criminal investigations against a professional network of organized crime and coordinating undercover investigations in cooperation with EUROPOL in several European countries and China, resulting in multiple arrest warrants and the seizure of more than 300,000 counterfeits with a market value of more than €12 million.
- **Segway** – Representing this pioneer brand of electronic mobility in customs seizure matters, criminal enforcement cases and trademark, design and patent disputes in Europe.
- **NIU International** – Representing this fast-growing producer of electronic vehicles in trademark disputes in Germany and advising it on the expansion of its global trademark portfolio.
- **The Procter & Gamble Company** – Since 2019, we have been one of the few approved suppliers of investigative and enforcement services for all P&G brands in China, including its cosmetic product brands. In 2020, we were successfully involved in several high-profile criminal enforcement cases against large underground factories. Since 2021, we have also served as North American brand protection counsel, assisting P&G with online anti-counterfeiting efforts and enhanced CBP protections for grey market goods arriving at ports of entry. Our China- and US-based colleagues continuously exchange intelligence and coordinate on investigative and enforcement efforts for cross-border infringement matters.
- **Henkel Group** – Since 2018, we have been managing the anti-counterfeiting work for this client's brands in China, including its cosmetic and haircare product lines. We have recently successfully enforced some of its 3D marks before administrative authorities and civil courts, as well as its design patents.
- **Fashion: Furla, Tod's, Roger Vivier, Hogan and Clark's** – We run and coordinate the China brand protection program of several European fashion brands in China, including their custom protection programs. The work includes the brands' perfume and cosmetic lines.
- **Varidesk** – In the US, we successfully obtained and enforced a General Exclusion Order for this pioneer and world leader in the field of height-adjustable desk technology. The General Exclusion Order resulted from a strategy of developing a patent portfolio and enforcing the patents in a series of ITC Section 337 investigations.
- **Leading manufacturer of gel nail polish** – One of our lawyers led a team that developed and enforced the IP portfolio for an innovative company that was fundamental to the creation of this market segment, ultimately resulting in a significant sale of the company.
- **Automotive brands** – We have represented several European automakers in investigations and enforcement of counterfeiting organizations concerning auto spare parts. We have defended automakers in landmark design and copyright enforcement cases before Chinese courts.



Your Dedicated Team

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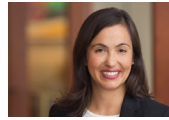
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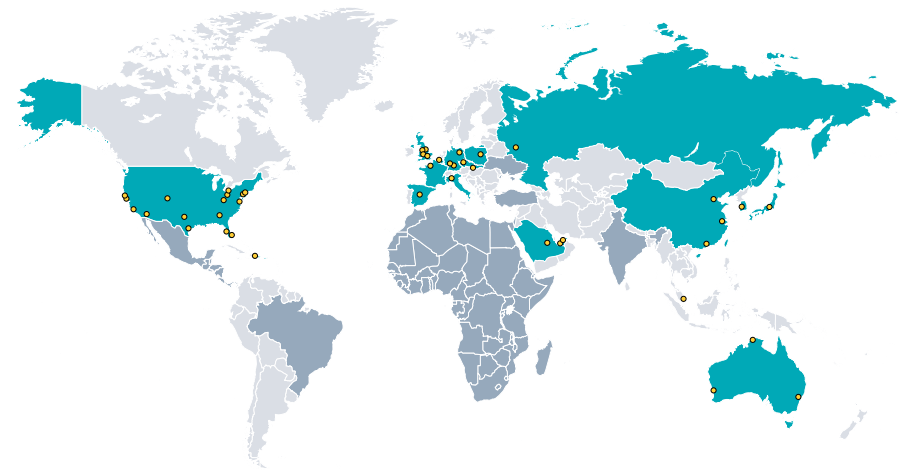
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We Are Where You Are

Ranked as one of the top 15 global law firm platforms in the world by *Law360*, we are uniquely positioned to address your IP needs anywhere in the world. Our trademark prosecution and anti-counterfeiting practices have long-standing and strong presences in all territories relevant for your business, including Europe, China, EMEA, North America, South America and Australia.



45 Offices in 20 Countries

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