

## FRANKFURT

### Horst Daniel

IP Litigation, Antitrust  
+49 69 63 15 61 60  
hdaniel@faegre.com

### Iliana Haleen

IP Portfolio Management  
IP Licensing  
+49 69 63 15 61 55  
ihaleen@faegre.com

### Philip Haleen

Distribution  
+49 69 63 15 61 20  
phaleen@faegre.com



## BRANDED GOODS AND SERVICES

Lawyers in the Frankfurt office of Faegre & Benson address the commercial, intellectual property and litigation needs of national and international clients distributing and selling branded goods in the European Union.

Our lawyers counsel clients regarding each phase in the life cycle of branded goods.

### PROTECTING THE IP CONTENT OF A NEW PRODUCT

We check availability of trademarks and advise on issues concerning their use and protection in the EU. When appropriate, we register trademarks and design patents worldwide.

### PRODUCT DEVELOPMENT AND REGULATORY ISSUES

In some sectors, such as food, telecommunications and medical devices, product-specific regulatory reviews are required under EU and local law. Examples include the EU health claims directive, the novel food directive, the directive on waste electrical and electronic equipment (WEEE) and other product-specific EU directives.

We advise clients regarding regulatory requirements in each of these areas as well as how to navigate the regulatory review process.

### MANUFACTURING

If manufacturing is provided by subcontractors, we draft or assist in reviewing manufacturing and licensing contracts.

### DISTRIBUTION AGREEMENTS/FRANCHISING/PRICING

If branded products are sold through distributors, we draft and assist in negotiating distribution agreements. If a franchisor's product is branded goods, we advise on the many issues that govern franchising under EU and local law.

*"Faegre & Benson has a broad understanding of non-U.S. trademark law that is critically important to our company."*

Charles Jeffrey Duke,  
General Counsel and  
Corporate Secretary, Zippo  
Manufacturing Company

Our Frankfurt-based branded goods team helps businesses enter, grow and succeed in the EU market. Our clients include emerging companies as well as global multinationals in a range of industries.

Distribution of branded goods often includes exclusive distribution agreements or the use of recommended resale prices. In the EU, such agreements or requirements may trigger antitrust issues. We counsel our clients on strategies for avoiding these traps. If necessary, we defend them in court or in disputes with regulatory authorities.

#### PRODUCT LAUNCH

Product launches, advertising and ongoing distribution often face attacks by owners of prior IP rights, competitors or consumer organizations. We provide or confirm IP clearance and provide advertising (TV spots, print, Internet or radio) or packaging review.

#### DEFENDING CLAIMS

If things go wrong with the manufacturing or distribution of a branded good, we defend the claim in litigation or arbitration. Examples include claims based on prior IP rights, product liability, product recalls or dealer terminations.

#### EMERGENCY RELIEF

Our branded goods team specializes in temporary and permanent injunctions. When the normal process before the courts will be too slow to provide an adequate remedy, we seek injunctive relief for our clients. In counterfeiting cases, we work closely with customs authorities to seize and destroy illegal goods before they can reach the market.

#### REPRESENTATIVE CLIENTS

COMPANY	INDUSTRY	HEADQUARTERS
Carlson Companies	Hospitality	United States
Dolce & Gabbana	Luxury Goods	Italy
HNI	Furniture	United States
Klipsch	Audio Technologies	United States
Lenz Moser	Food and Wine	Austria
Murnauer	Food and Cosmetics	Germany
Pentair	Water Technology	United States
Stampin Up!	Handicrafts	United States
VOG	Food	Austria
Wells Fargo	Financial Services	United States
W.R. Case	Knives	United States
Zippo	Lighters	United States



Faegre & Benson LLP offers a full complement of legal services to clients ranging from emerging enterprises to multinational companies. Its more than 525 lawyers handle complex transactions and litigation matters throughout the United States, Europe and Asia. Established in Minneapolis in 1886, the firm is one of the 100 largest law firms in the United States. From its offices in Minnesota, Colorado, Iowa, London, Frankfurt and Shanghai, Faegre & Benson has served clients in more than 60 countries. For more information, please visit [www.faegre.com](http://www.faegre.com).