

# JONAS

Uniqueness deserves special protection.



JONAS RECHTSANWALTSGESELLSCHAFT MBH  
JONAS VIEFHUES HAMACHER WEBER



*Any life form in nature is unique in its own way. And most of them have a special protective mechanism – be it a poisonous sting, perfect camouflage or fast legs for flight.*

*Companies, trademarks and other intellectual property do not have an inherent self-defense system. In a world which is ever more complex, they therefore need a partner who can protect and support them.*

*More and more companies are choosing us to be this partner. We will help you to secure your rights successfully. Efficiently, Promptly. Completely.*

*Welcome to JONAS Rechtsanwaltsgesellschaft mbH.*

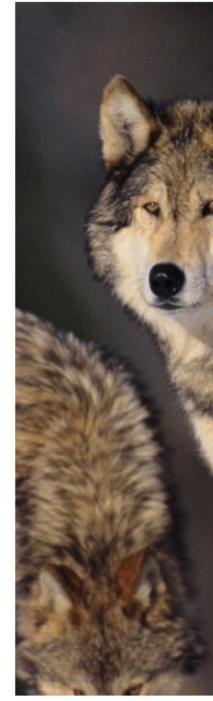
## **Our experience is impressive.**

Under a new name we continue a long-standing tradition in counseling and legal representation in the field of intellectual property law.

... Walter Oppenhoff was one of the leading personalities in the world of intellectual property. In the 1930s, he was already representing international clients. ... The practice flourished and, in terms of staff and breadth of portfolio, belonged amongst the biggest and most distinguished law firms in Germany. ... Six years after the merger [of the law firms Oppenhoff & Rädler and Linklaters], Linklaters has outsourced the former core of the practice

to an independent company. An innovative experiment which honours the former centerpiece of the law firm.” (Quoted from: JUVE-Rechtsmarkt No. 12/2006).

The experience we gained as major international law firm makes us stand out decisively from classic “IP Boutiques”. Besides our know-how in protecting and defending intellectual property rights in and out of court, we have also gained experience in transactional intellectual property over many years.



**You do not have to travel for a global view.  
You only need the right perspective.**

Our clients' legal issues rarely end at national borders. For this reason, we are the voice of your interests in many countries. We will help you to profit from the globalized markets without risk to your intellectual property rights.

Our lawyers' international orientation and experience gained over many years guarantee this worldwide perspective. Our global network of prestigious law firms gives you the opportunity of protecting and defending your rights centrally through us. With us as your contact partner, you will cover Germany, Europe and any other country of the world.

Given this background, it is not surprising that well-known national and international companies rely on our services for dealing with their global trademark management and other legal issues.

**Assertiveness is a question  
of the right team.**

Where the protection and the defense of your rights are concerned, you can rely on us. At present, we can put together from eight lawyers and more than 30 other qualified staff members any team suitable for your project and for each task.

Our lawyers' diverse professional experience gained in an international major law firm, as in-house lawyers and as judges, ensures that they are your right contact partners to tackle each challenge.



## We will protect your rights in various ways.

### Our practice areas.

- Trademark law (trademarks, trade and company names, titles, domain names)
- Competition law (UWG – German Unfair Competition Act)
- Food law
- Pharmaceutical law and law on advertising in the health sector
- Design law
- Copyright law
- Litigation and arbitration
- Sports law, in particular sports sponsoring
- Media and entertainment law
- Personality rights and data protection law
- Distribution law
- Commercial and mercantile law
- Contract law

### Our focus.

- Development, protection and defense of trademarks and product designs
- Review of advertisements and other marketing measures
- Defense against anti-competitive conduct of competitors
- Advice on product labeling and product approval
- Marketing of products and exploitation of intellectual property rights
- Advice on sports and in sponsoring transactions
- Representation in court and arbitration proceedings
- Drawing up of contracts
- Advice in transactional intellectual property law



## Intellectual property and competition law offer many challenges – which we like to tackle.

### Trademark law.

We cover all areas of the trademark law which could be of importance for you. This begins with examination of the protectability of the sign and an application for the trademark, and continues with strategic advice and the management of national and international trademark portfolios up to and including defending your rights before the courts and other authorities. We represent tens of thousands of trademarks in Germany and abroad, many more than most other German law firms. We will, of course, protect and defend your trademarks against infringers and other third parties who challenge the validity of your trademarks. Moreover, together with experienced partners, we assess the economic value of your portfolio and advise you of any possible weak parts.

### Advertising and communication.

The strict requirements imposed on legal advertising have scarcely eased despite reforms in the law, but have in part become even stricter, such as in the area of advertising for medication, food, cosmetics, alcoholic drinks and tobacco. There are still numerous threats and traps – and you have to stay abreast of all new regulations and current court rulings.

To prevent expensive legal consequences and bad investments, we will review your communications beforehand for unfair elements, discuss the possible risks with you and suggest alternative solutions or possible defense strategies.

We will monitor your competitors' communications for you and will enforce your claims in and out of court, if there are any complaints in this respect.

### Litigation.

One of our core tasks is enforcing and defending in court claims under commercial law, in particular in the area of the trademark and competition law. We provide our clients with cost-effective relief by obtaining preliminary injunctions within shortest time and by taking over the representation of their interests in all types of litigation proceedings. We represent companies before all German Courts of first instance as well as before all German Courts of Appeal (OLG), and also in German and international arbitration proceedings – in particular concerning domain names (UDRP, ADR) – and coordinate, where necessary, representation before the Federal Court of Justice.

### Initial Public Offerings.

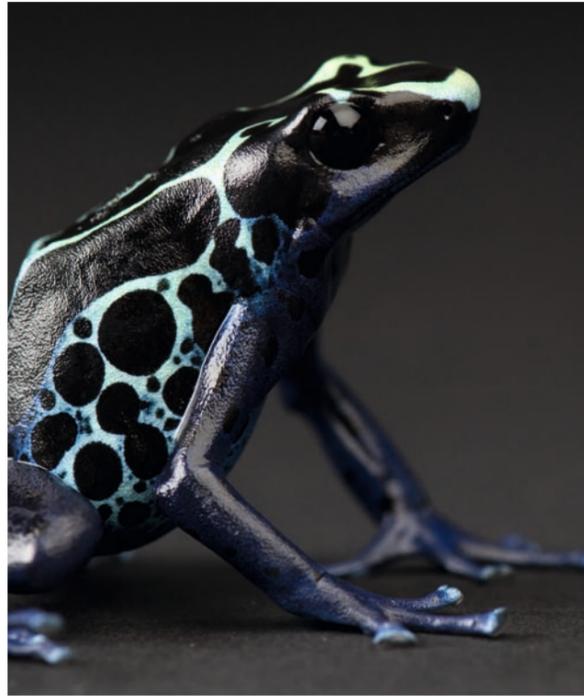
In the run-up to initial public offerings, the reliable valuation of your intellectual property is of the utmost importance. The content of the prospectus for potential investors is subject to

the highest requirements regarding the accuracy of the content – if you fail to meet these requirements, you risk exposing yourself to severe penalties for statements made in the prospectus. We will assess the potential legal risks related to your intellectual property rights before the initial public offering and will assist you in choosing the right formulation for your prospectus.

### Mergers and Acquisitions.

Trademarks, patents and know-how make up a large part of many companies' value. In the acquisition of companies, reliable valuation and assignment of the intellectual property, which is often extensive and sometimes confusing, is of crucial importance – also as security for borrowed capital. During due diligence before the transaction, we will inspect and value not only the internal information, but will also amend and check them by additional investigations and valuations of the intellectual property rights.

We will negotiate, draft and examine the agreements required for transfer or possible pledging of intellectual property rights, moreover we take care of the registration of all of your newly acquired intellectual property rights in all relevant registers – worldwide.



### Sports law, sponsoring, media and entertainment.

Major events such as the 2006 FIFA World Cup or the 2007 Handball World Cup have triggered a real boom in sponsoring as well as in media and entertainment. More than ever before, sport is a permanent feature in the communication of many companies and a real independent economic factor.

Thus, it is all the more crucial to shape the legal framework carefully. Over many years, our lawyers have gained experience in assisting major national and international sponsoring commitments – in major sports events such as the World Cup, and also in all matters concerning the German Football League, Formula 1 and the German TOYOTA Handball League.

In addition to the sponsors themselves, we also give advice to sports agencies and celebrities on sponsoring issues, on the protection of trademarks and personality rights, on the legal aspects of appearing in the media, on the framing of contracts and on other sports law issues. Moreover, we assist associations and clubs in drawing up their rules as well as in licensing issues.

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