

## IP Rights in Transactions

IP analysis, identification, evaluation, and proper allocation are central to the success of transactions. IP should not be overlooked or incorrectly valued during the due diligence process. It can expose you to future disputes over ownership or provenance. It can also determine a target company's ability to continue successful operations.

We can help you determine the best approach to managing the registration, maintenance, and defense of your IP rights. Together we can explore acquiring the IP rights and licenses you'll need to launch and protect new product lines globally.

### Representative experience

Providing global IP counsel to a consortium of Audi AG, BMW Group and Daimler AG on US\$3.1bn acquisition of digital mapping business HERE, held by Nokia of Finland.

Advising on the IP aspects of DTAG's agreement with Stroer SE for the sale of T-Online.de and the digital marketing company InteractiveMedia CCSP GmbH.

Providing global IP counsel on sale of GE's healthcare financial services lending business, along with billions in healthcare-related loans, to Capital One Financial Corp. for approximately US\$9bn.

Advising a leading Japanese electronics manufacturer in a complex acquisition of patents owned jointly by a company in liquidation and a French government authority.

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### Practices

Intellectual Property

Designs

Complex Contracting

Copyright

Patents

Trademarks and Brands

Domain Names

Trade Secrets and  
Confidential Know-how

Commercial

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