

INTELLECTUAL PROPERTY LEGAL GROUP



INTELLECTUAL PROPERTY Legal Group is:

- A leading company in the protection of intellectual property in Russia, for 15+ years;
- More than 25,000 successful cases in the protection of Intellectual Property and Trademarks;
- Effective business throughout the territory of the Russian Federation;
- Development of judicial practice on the protection of brands at the level of the Supreme Court of the Russian Federation and the Court of Intellectual Rights;
- Social development and the use of special software to automate the fight against infringement of rights in retail and the Internet;
- Our customers are market leaders:

Animakkord LTD ("Masha and the Bear")

Melnitsa Animation Studio ("The Pooches", "Luntik (Moonzy)", "The Three Bogatyrs")

O+ Media ("Mimimishki", "Fairy Patrol", "Leo and Tig") and others.

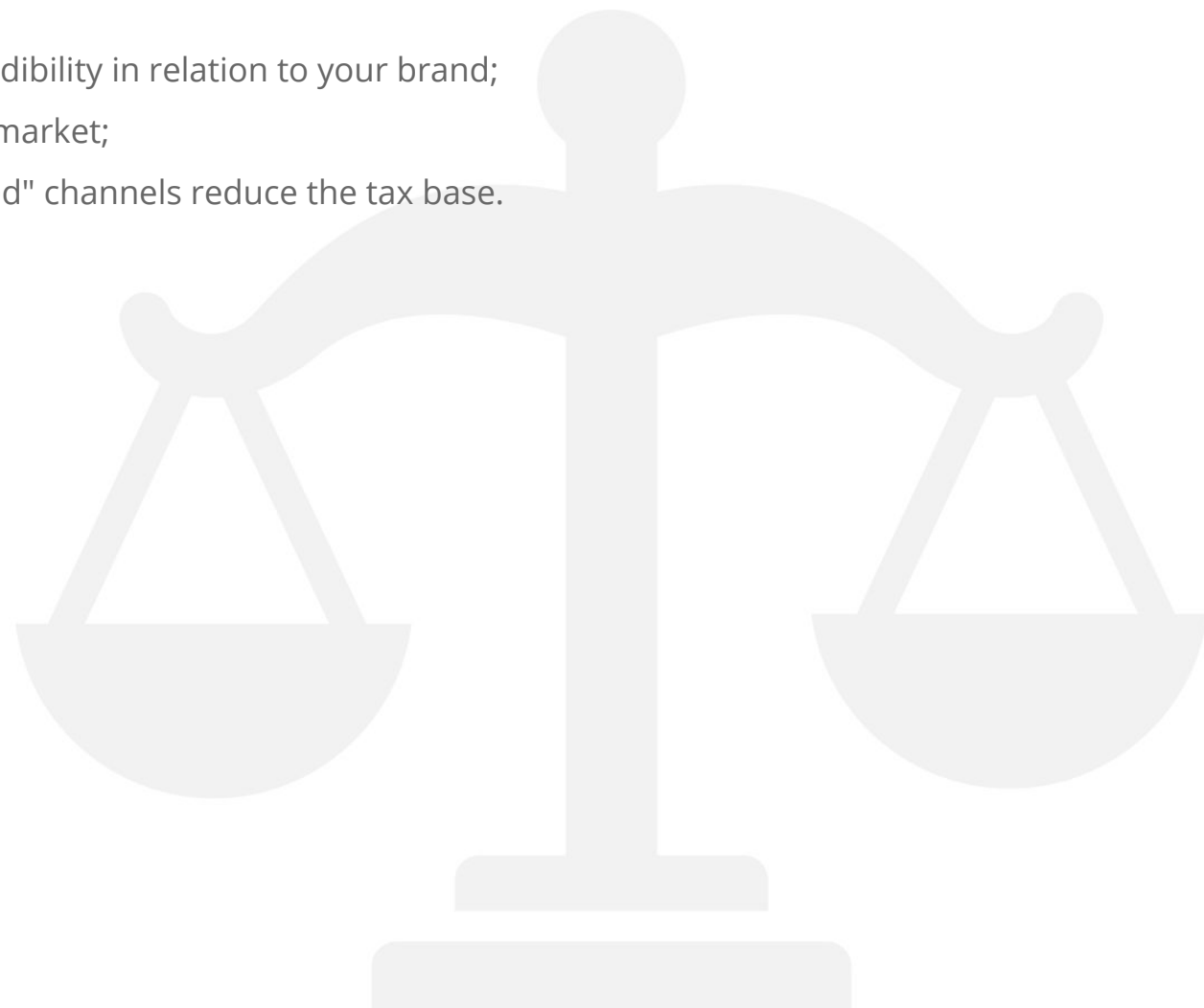




WHY WE NEED TO FIGHT COUNTERFEIT

Why we need to fight counterfeit:

- Counterfeit products dishonestly compete for consumer and money in one market with the licensed products;
- Illegal products destroy the pricing system formed by legal market participants;
- The safety of illegal products is not properly controlled;
- The low quality of counterfeit products undermines the buyer's credibility in relation to your brand;
- The protected brand is more competitive in the legal sector of the market;
- Supply and sale of counterfeit products through illegal and "crooked" channels reduce the tax base.



WHY CUSTOMERS CHOOSE US



Why customers choose us to protect their brands in Russia:

- Protection of Intellectual Property is our specialization;
- We are one of the few companies which can provide massive work (up to 10,000 claims per year);
- We achieve impressive results without distracting the internal resources of the Rightholder company;
- Essential (dozens of times) reduction in the supply of counterfeit products;
- Control of the price policy of the Rightholder;
- Methodics is constantly adapted to the latest changes in judicial practice;
- Big experience and process of automation provide the best result for less money;
- Ability to work on the principles of self-sufficiency



COMPREHENSIVE BRAND PROTECTION



Comprehensive brand protection

Complex protection is the most effective and demanded service of our company.

It includes:

- offline brand protection: detection and suppression of violations and bringing the guilty to responsibility in the sphere of retail and wholesale trade, production of goods and services;
- online brand protection: prevention of the illegal use of trademarks and the distribution of counterfeit products, as well as illegal digital content on the Internet

You can use either of these services individually or jointly.



OFFLINE BRAND PROTECTION



OFFLINE BRAND PROTECTION

To date, our database includes more than 40,000 cases of violation of customer rights.

in each of them we perform:

- fixation of the violation and entering the sample in the catalog;
- negotiations with the offender in order to reach the pre-trial settlement; or a lawsuit for recovery of compensation;
- interactions with the bailiff service for recovery;

including but not limited to:

- participation in joint raids with law enforcement agencies, consulting support and provision of necessary documents on behalf of the rightholder;
- formation of a database, analysis and statistical reports on the implementation of the protection project;
- meetings with business participants regarding the legalization of the market and observance of clients' rights, informing about the wholesale channels of the licensed products and the distinctive features of legal samples;



ONLINE BRAND PROTECTION



ONLINE BRAND PROTECTION

The program includes:

- 24/7 automatic search of information on the Web (text and images);
- automated analysis and sorting of search results, formation of a database;
- implementation of the following set of measures: consecutive sending of Claims aimed at the pre-trial settlement over the facts of violations and illegal use of the trademark to:
 - website administration;
 - market platform;
 - hosting;
 - search systems;

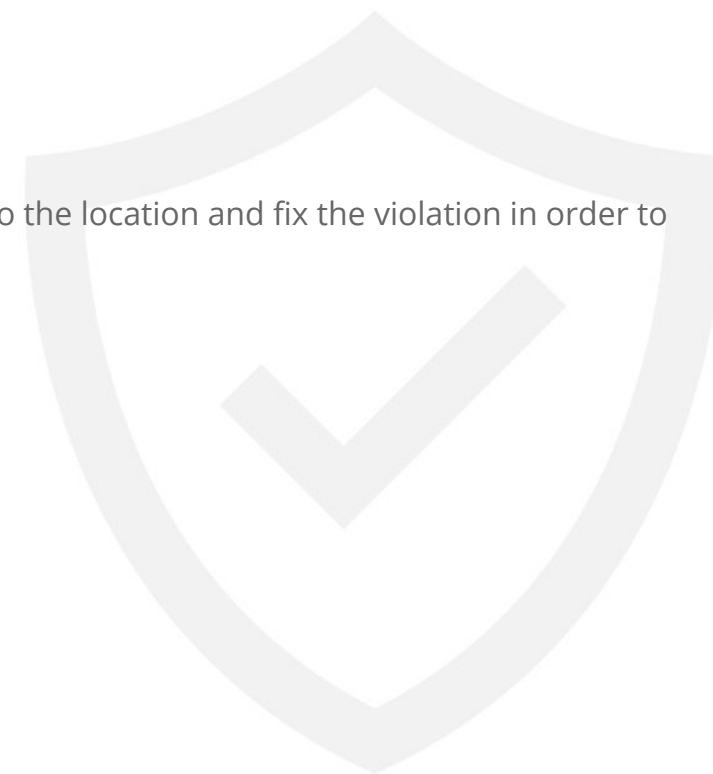
If there is an opportunity to physically find the business of the offender, we send a monitoring group to the location and fix the violation in order to completely stop the activity in retail;

We conduct regular monitoring, and if the violation is not eliminated, we take judicial actions;

The client receives a monthly report on the work done, including:

- systematized statistics of violations through various distribution channels of goods and information;
- dynamics of the situation change over the period;
- analysis of the features of the penetration of goods and services on the market;

This service generates a global result (not only in RU segment)



EXAMPLES OF COUNTERFEIT PRODUCTS



COUNTERFEIT GOODS MONITORING

We are permanently monitoring Retail market, throughout the territory of 70+ Russian regions.

Analysis of results are showing unsatisfied situation with brand protection in a big number of economy sectors like: goods for Kids, auto parts, perfumery, nutritious food, watches, electronics etc.

- Total number of infringements is counting in hundreds of thousands;
- Each middle size city in Russia has hundreds of shops with counterfeit goods sale specialization;

By your order, we can do testing monitoring of your brand and to report about current situation on the Russian retail market.



A background image showing a business meeting with several people in business attire. One person is holding a pen over a document, and another is holding a tablet. The entire image is overlaid with a semi-transparent teal color.

**WE OFFER COMPREHENSIVE
PROTECTION OF YOUR BRAND**

WE OFFER COMPREHENSIVE PROTECTION OF YOUR BRAND

We have everything we need to bring order to this sphere and ensure a significant reduction in the representation of illegal products in the first year of the project, to clean up the Internet space.

- Monitoring of the market (offline and Internet) throughout the territory of the Russian Federation with the fixation of violations;
- Inclusion of each detected violation in the database, with the rightholder's access 24/7;
- Massive Claim and Judicial Work up to the logical conclusion: termination of the violation and payment of compensation;
- Implementation of permanent monitoring support;
- Informing and the necessary joint work with law enforcement agencies.

Completion of the processes started in the first year will take up to 3 years, and this is the reason for the 3-year term of the contract being concluded.

Our specialists will help prepare all the required documents for the conclusion of the contract.



PLANNED RESULT



PLANNED RESULT

- Notification of the market participants of the inadmissibility of violation of client's rights;
- Creation of the situation, when counterfeit trade is economically inexpedient (the scale of the financial risks of the offender exceeds the possible profit);
- Decrease in the share of counterfeit in the market to the minimum (for dozens of times);
- Growth of the brand's attractiveness. Obtaining by the Rightholder of competitive advantages in the licensing market.



PLANNED FINANCING SYSTEM OF THE BRAND PROTECTION PROJECT: OFFLINE

A teal-tinted background image showing a pair of hands holding and reviewing a large document. The hands are positioned on the left and right sides of the frame, with the fingers gripping the edges of the paper. The document appears to be a formal contract or agreement, with some text visible but mostly obscured by the teal overlay. The overall composition is professional and focused on the act of reviewing or signing documents.

PLANNED FINANCING SYSTEM OF THE BRAND PROTECTION PROJECT: OFFLINE

Size and way of funding requires discussion.

We have a number of cooperation models with rightsholders. Some of them can allow to take the project of offline brand protection on the principle of self-sufficiency.

Request free testing brand monitoring and we will make a personal offer for comprehensive brand protection for you.



BRAND PROTECTION: INTERNET

The background is a solid teal color. Overlaid on this is a large, semi-transparent wireframe globe that is slightly tilted. Scattered across the globe and the background are various small, light-colored icons and symbols. These include a lightbulb, a smartphone, a cloud with a downward arrow, a magnifying glass, a person icon, a bar chart, a line graph, a hexagonal pattern, and a circular arrow. The overall aesthetic is high-tech and digital.

BRAND PROTECTION: INTERNET

We recommend that you also order a set of services to protect the brand on the Internet.

The service covers:

- Internet stores;
- Stores of digital distribution, online cinemas
- Search results: Yandex, Google, SEARCH @ mail.ru , Bing.
- Market platforms: Yandex Market, Avito, AliExpress and others.
- Social networks: Vkontakte, Odnoklassniki, Facebook, Instagram.
- Mobile platforms: App Store, Play Market.

The size and manner of payment for this service requires discussion. Requires funding from the rightsholder depending on the volume of keywords for which we will continuously monitor and block the Internet pages.





**INTELLECTUAL
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LEGAL GROUP

CONTACTS

Our address in Russia: Tokmakov per., 16, building 2, Moscow, 105066

Office hours of our company: from 10-00 to 18-00 (GMT +3).

Taking into account the difference in time zones, negotiations can be coordinated at a time convenient for you.

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