

A teal-tinted background image showing a person's hands writing on a document. The person is wearing a light-colored shirt. The document is open and has some text on it, though it is not clearly legible. The overall scene is a professional office setting.

INTELLECTUAL PROPERTY Legal Group, LLC

INTELLECTUAL PROPERTY Legal Group, LLC

- A law company with 20 years of experience in brand (Intellectual property) protection;
- Judicial proceedings held by our experts became legal precedents in the Russian judicial system;
- A tremendous job has been made: over 50,000 successful cases for the protection of our clients' brands;
- We have been able to develop a comprehensive system for the brand protection, including detection of infringements, claim settlement procedure, litigation procedure, enforcement of court decisions; as a result, there is a 20-fold decrease in the number of infringements of our clients' rights (thanks to our actions, now there are not more than 5 infringements revealed in the control areas, compared to 100 infringements in the past);
- We provide services all over Russia-70+regions.
- **Comprehensive Brand Protection** (offline+ Internet) is the most popular service of our company;



INTELLECTUAL PROPERTY Legal Group, LLC

If you choose us as your service provider, you will no longer need to divert your company resources from its main activities, you will be able to monitor all the latest changes, avoid making other people's mistakes, run a business effectively, control the pricing policy, etc.

To date, in the industry of distribution and marketing of a variety of products, brand protection against unauthorized use is not a whim, but a necessity for any company and its financial performance depends on the effectiveness of these activities.

Our clients are market leaders.

For example: (category "Goods for kids"):

ANIMACCORD LTD (Brand: Masha and the Bear)

Melnitsa Animation Studio (Brands: Barboskiny, Moonzy, The Three Bogatyr).

NoIPlusMedia (0+) (Brands: Mimimishki, Fairy Patrol, Leo and Tig);

CTC TV-channel (Brands: Kid-a-Cats, Tsarevny).



EXAMPLES OF COUNTERFEIT GOODS



EXAMPLES OF COUNTERFEIT GOODS

We are constantly monitoring situation in key regions of Russia, in all federal regions.

The obtained results indicate that unsatisfactory situation with the protection of a number of brands in various industry sectors: Goods for Kids, Auto parts, Motor oils, Perfume, Sports nutrition, Watches, Clothing, Electronics, etc...

-The total number of violations is hundreds of thousands;

-In every mid-size city there are more than 100 shops specializing in the sale of counterfeit.

We may conduct test monitoring to check situation with your brand and to provide statistics results and the most common samples of counterfeit goods of your brand in Russia.



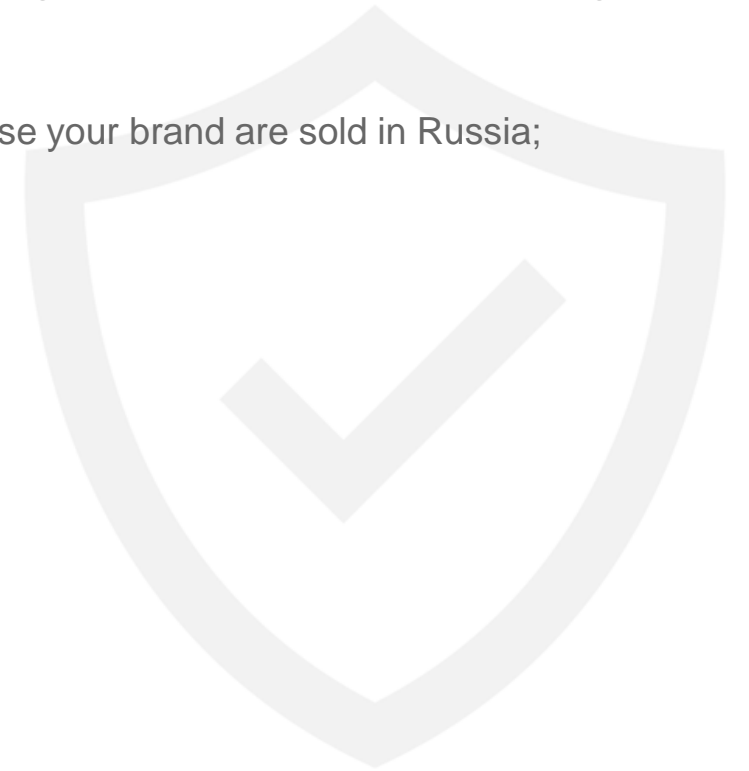
ИНТЕЛЛЕКТУАЛЬНАЯ
СОБСТВЕННОСТЬ
ПРАВОВАЯ ГРУППА



**OUR OFFER – COMPREHENSIVE
PROJECT
FOR THE PROTECTION
OF YOUR BRAND.**

OUR OFFER – COMPREHENSIVE PROJECT FOR THE PROTECTION OF YOUR BRAND

- We offer you to use our service Comprehensive Brand Protection (Retail+Internet), this solution will allow you to significantly reduce the number of counterfeit products already in the first year of the project, increase sales of original goods, obtain up-to-date marketing information about the goods sold in the Russian Federation;
- We will carry out a comprehensive monitoring of the market where the goods that illegally use your brand are sold in Russia;
- We guarantee you a maximum number of revealed infringements;
- Claim settlement and judicial proceedings will be taken up against all detected infringers;
- There will be continuous market monitoring;
- Police and Custom service will be duly informed about all cases;



OUR OFFER – COMPREHENSIVE PROJECT FOR THE PROTECTION OF YOUR brand

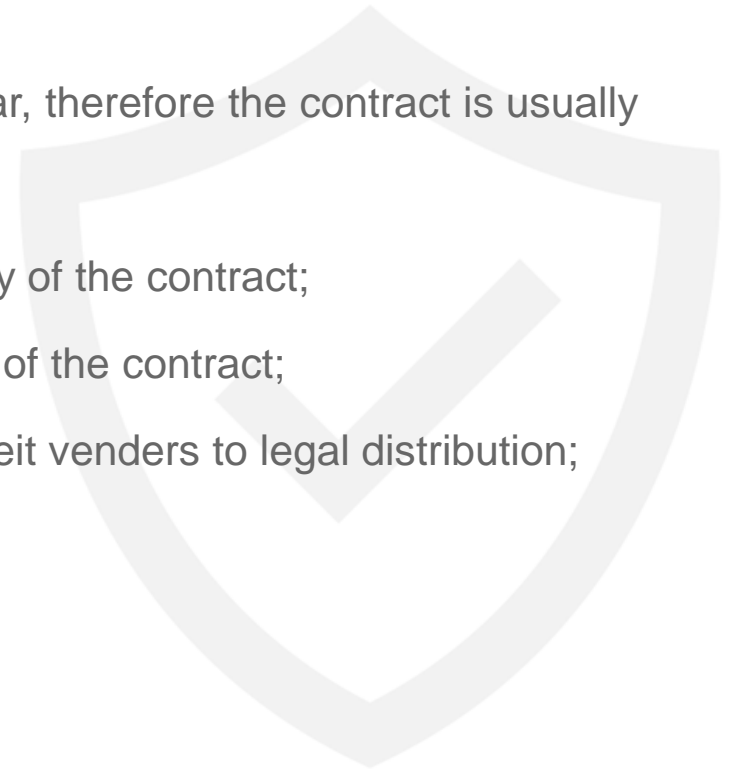
A comprehensive support will be provided for any proceedings initiated by the state authorities regarding any revealed infringements of the brand rights;

It will take up to 3 years to fully complete all the processes started in the first year, therefore the contract is usually concluded for 3 years or more;

There will be continuous monitoring of the goods market during the whole validity of the contract;

Our experts will help you to prepare all necessary documents for the conclusion of the contract;

Also, we can launch special “Program of Loyalty” with a target - to drag counterfeit venders to legal distribution;

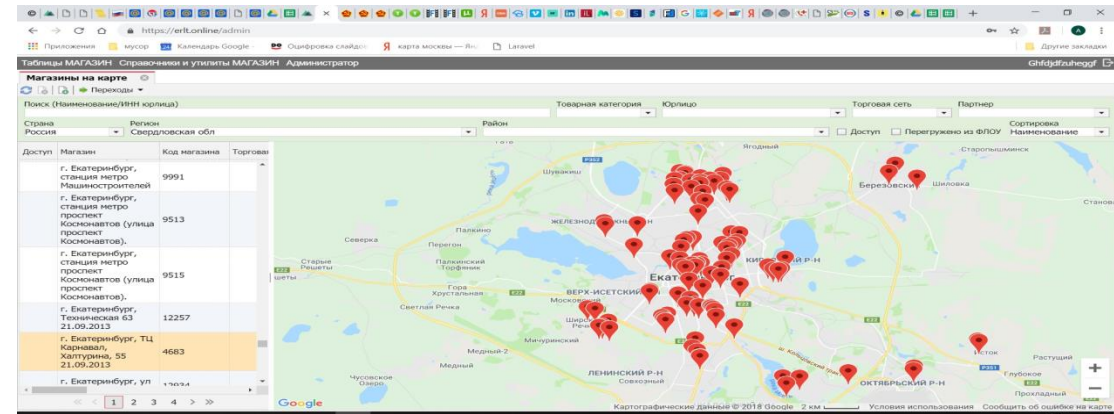


COMPREHENSIVE PROJECT FOR THE PROTECTION

Regular reports about project on all stages and software tools of market monitoring will help to control process.

| № | № дела | менеджер | товар | адрес закупки | регион | сумма реализованная | сумма после оспаривания | полученная сумма | региональный представитель | дата закупки | дата открытия | дата контроля |
|---|---------------|--------------------------|-------|---|---------------------|---------------------|-------------------------|------------------|----------------------------|--------------|---------------|---------------|
| 1 | АБ-15237/2012 | ООО фирма "Еврос" | | г. Ставрополь, ул. Пушкина, д.40 магазин "Кандельера" | Ставропольский край | 20000 | 20000 | 20000 | Заречная | | 23.07.2012 | 30.11.2013 |
| 2 | АБ-14679/2012 | ИП Бендерев А.С. | | г. Ставрополь, ул. Марковского, с. торг. д.1 | Ставропольский край | 10000 | 10000 | 10000 | Заречная | | 23.07.2012 | 30.09.2013 |
| 3 | АБ-19095/2012 | ИП Колесников А.П. | | г. Ставрополь, ул. Шаповалова, около д.3, ТД Шаповалов, нав. Кантовцы | Ставропольский край | | | | Заречная | | 23.07.2012 | 28.11.2012 |
| 4 | АБ-15422/2012 | ИП Фоминев Е.Н. | | г. Ставрополь, ул. Дежневых, д.96, чкал. Универсал | Ставропольский край | 30000 | 30000 | 30000 | Заречная | | 22.08.2012 | 31.01.2013 |
| 5 | АБ-16296/2012 | ООО Торговый Дом Эпизбус | | Ставропольский край, г.Благодарный, ул.Перевысская, д.52 | Ставропольский край | 50000 | 50000 | 54500 | Заречная | | 15.08.2012 | 31.08.2014 |

| дата № | действие | сумма | комментарий | менеджер | выясненная с нас сумма | исполнитель | статус приставов | дата контроля | дата завершения |
|--------|-----------------------------|-------|---|--------------------------|------------------------|--------------------|------------------|---------------|-----------------|
| 5 | закрытие дела | | Все суммы по решению приняты | ООО Торговый Дом Эпизбус | | Заречная Михаил | | 31.08.2014 | 13.07.2015 |
| 5 | получение денег | 60000 | 12.09.2014 50000 за | ООО Торговый Дом Эпизбус | | Забегина Валентина | | 31.08.2014 | 15.09.2014 |
| 5 | исполнительное производство | | ИП серия АС № 0203017361 от 11.02.2014 возбуждено ИП 239541402308 от 30.05.2014 Отлучена в банк НДС | ООО Торговый Дом Эпизбус | | Заречная Михаил | | 13.10.2014 | 15.09.2014 |
| 5 | платеж ИП | | Платежно было подано заявление на возбуждение ИП | ООО Торговый Дом Эпизбус | | Заречная Михаил | | 14.04.2014 | 13.08.2014 |
| 5 | вопрос-ответ | | Пришлите скан ИП, укажите номер ИП, возбужден ли ИП? | ООО Торговый Дом Эпизбус | | Заречная Михаил | | 20.01.2014 | 13.08.2014 |



Considering the big volume of the counterfeit goods, we believe that significant part of required project's financing can be obtained from the proceeds from infringers (partly self-financing of the brand protection project).

BRAND PROTECTION: INTERNET

The background is a teal-colored digital landscape. It features a central globe composed of a grid of dots and lines, representing a network or data flow. Surrounding the globe are various icons and symbols, including a magnifying glass, a person icon, a cloud with a download arrow, a document, and a gear. The overall aesthetic is modern and technological.

BRAND PROTECTION: INTERNET

We would like to recommend our online brand protection program

Our Service covers such channels as:

- Online stores;
- Search results (SERP): Yandex, Google, Mail.ru and others;
- Market places: Yandex Market; Avito; Youla; Tiu; AU.ru; e-katalog.ru; and others;
- Social networks: Vkontakte, Odnoklassniki, Facebook, Instagram;
- Mobile platforms: App Store, Play Market.



BRAND PROTECTION: INTERNET

The PROGRAM we propose includes:

- 24/7 automatic search of information in the Network (text and images);

- Automated analysis and sorting of search results, final manual analysis; database update;

- Implementation of the following action plan: consistent submission of Claims for pre-trial settlement of violations and illegal use of the trademark to:

 - Website administration;

 - Market place;

 - Hosting provider;

 - Search engines administration;

- Regular re-monitoring, for control of results;

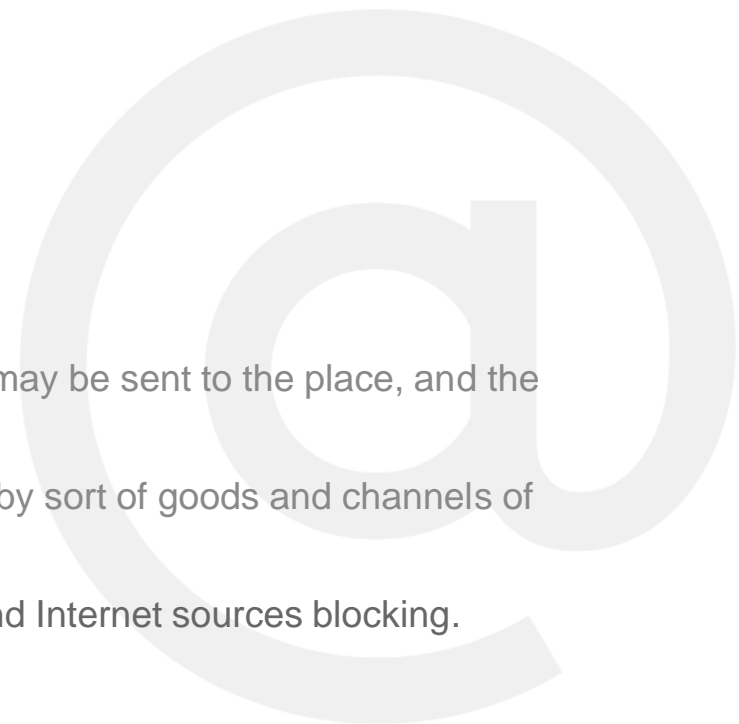
If there is a possibility of physical identification of the offender's business, a monitoring group may be sent to the place, and the violation will be fixed in order to completely stop the activities in retail.

You will receive a monthly report on the work performed with systematic statistics of violations by sort of goods and channels of implementation for the reporting period.

Cost and conditions of this service depends on keywords number for monitoring and Internet sources blocking.



ИНТЕЛЛЕКТУАЛЬНАЯ
СОБСТВЕННОСТЬ
ПРАВОВАЯ ГРУППА





PROJECT PLANNED RESULT

PROJECT PLANNED RESULT:

- Notification to all market players about the inadmissibility of infringement of the client's exclusive rights;
- The amount of the financial risks borne by a potential infringer is higher than any possible profit.
distributing of counterfeit goods become economically unreasonable;
- A dozens-fold decrease in the share of counterfeit products in the market to the minimum allowable limits.
- Brand image improvement. Brand under protection is more competitive and more attractive for potential partners and final customers.
- Growing of sales in legal distribution channels.



PLANNED PROJECT FINANCING SYSTEM



PLANNED PROJECT FINANCING SYSTEM

Depending on the monitoring results, we can offer various models of financing the project, including self-financing by funds received as penalties from IP violators.

Order our free service monitoring and will receive a personal proposal for the comprehensive project for your brand protection.





THINGS AND ACTIONS REQUIRED FROM THE RIGHTSHOLDER

THINGS AND ACTIONS REQUIRED FROM THE RIGHTSHOLDER

- a set of documents for the objects of exclusive rights, trademarks and copyrights (images, design);
- a power of attorney and documents on the company's legal status;
- signing of an agreement for the provision of legal services;



OUR CONTACTS:

- Legal group “ Intellectual Property”
- WWW.PGIS.SU
- E-mail: vkudr@pgis.su Vladimir Kudr
- cel: +7(985)760-8170 Business Development Director

- abramov@pgis.su Vasily Abramov
- Managing Partner