INTELLECTUAL PROPERTY Legal Group, LLC

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- A law company with 17 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 70,000 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 - in 70+regions.
- **Comprehensive Brand Protection** (Retail+ Internet) is the most effective and most popular service of our company;

ПГИС
ИНТЕЛЛЕКТУАЛЬНАЯ СОБСТВЕННОСТЬ
ПРАВОВАЯ ГРУППА

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 Russian and global market leaders.

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

ANIMACCORD LTD (Brand: Masha and the Bear)

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

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

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

ROI VISUAL (RoboCar Poli)

ПГИС ИНТЕЛЛЕКТУАЛЬНАЯ СОБСТВЕННОСТЬ ПРАВОВАЯ ГРУППА

SITUATION WITH COUNTERFEIT GOODS IN RUSSIA

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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, E-cigs, Watches, Clothing, Electronics, etc…

- The total number of violations is hundreds of thousands;
- In every Russian mid-size city there are more than 100 shops specializing in the sale of counterfeit;

Counterfeit warehouses

Examples of counterfeit goods

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

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We recommend 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, to increase sales of original goods, obtain up-to-date marketing information about the goods sold in the Russian Federation;

Also,it is possible to launch protection project in **Retail** only.

Activity in Retail includes:

- Total monitoring of the market (identification of places of sale of counterfeit goods), all over Russian territory;
- Massive claim settlement and judicial proceedings will be taken up against all detected infringers.

Standard stages of civil law procedure: **Detection of IP violation- Fixing the fact of violation - Pre-trial Claim - Court - Execution**;

-Interaction and cooperation with Police and Customs service on the protection of client's IP;

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OUR OFFER – COMPREHENSIVE PROJECT FOR THE PROTECTION OF YOUR brand

- There will be permanent market monitoring for all project period (1-4 times per year, depends on a city size);
- 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;
- 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;

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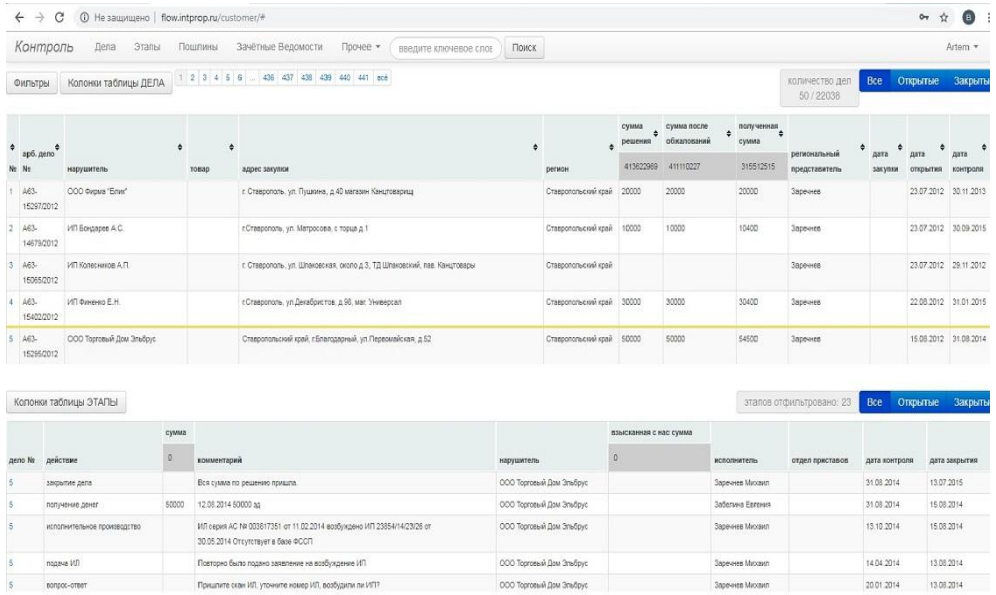
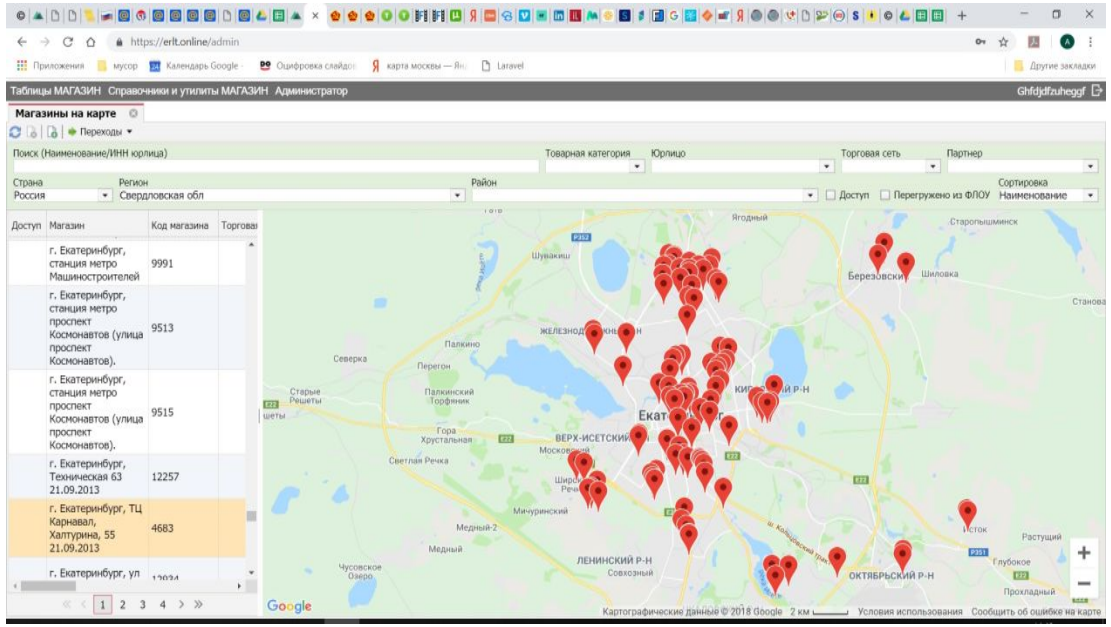
PROTECTION PROJECT: CONTROL ON ALL STAGES

Regular reports about project on all stages; Client’s personal cabinet; interactive map of goods representation and software tools for market monitoring will help to control process.





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BRAND PROTECTION: INTERNET

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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/brands number for monitoring and Internet sources blocking.

PROJECT PLANNED RESULT

PROJECT PLANNED RESULT:

- Notification to all market players about the inadmissibility of infringement of the client's exclusive rights;
- Creation of public understanding: The amount of the financial risks borne by a potential infringer is higher than any possible profit. Distributing of counterfeit goods becomes 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.
- The growth of customer loyalty.
- Growing of sales in legal distribution channels.

PLANNED PROJECT FINANCING SYSTEM

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- Depending on the monitoring results, we can offer various models of financing the project, including partly 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.

Cost and conditions of protection project in **Internet** depends on keywords/brands number for monitoring and Internet sources blocking. (It cost some money for clients, because we can stop violation, but difficult to receive penalty in Internet).

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THINGS AND ACTIONS REQUIRED FROM THE RIGHTSHOLDER

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- Signing of an Agreement for the provision of legal services;
- 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;

Some examples of successful IP protection cases:

- **STIHL (Germany)**

Massive IP protection project . More than 1.000 claims against counterfeit distributors (motor oil, chain saws, accessories etc) in 2019 only.

- **TM Lecroy (USA) exclusive right protection**

Challenging the results of the government tender with delivery of counterfeit goods (oscillographs). Termination of violator's business activity.

- **0+ Media (VGTRK and Rostelecom subsidiary company)**

Massive IP protection project in Retail and Internet. More than 13.000 claims in retail against counterfeit (Fairy Patrol; Leo&Tig, Mimimishki brands) distributors from 2018.

Some examples of successful IP protection cases:

- **Animaccord (brand “Masha and the Bear”)**

Massive IP protection project. More than 22.000 claims against IP violators from 2012. Counterfeit representation decreased in 20 and more times (in many different category of goods).

- **Early termination of the exclusive rights to TM**

For Novikov Group (restaurants)

- **Judicial precedent asserting standards of responsibility**

Against “Perekrestok” federal retail network (A40-82533/2011). Prosecution of uninformed distributor of counterfeit content.

OUR CONTACTS:

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