



**AIS IP Group – IP rights protection
across the Eurasian Economic Union**

**AIS IP Group is a boutique law firm
providing full scope of services in the field
of IP protection and enforcement.**

AREAS OF SPECIALIZATION

- IP prosecution and management
- IP enforcement and anti-counterfeiting
- Brand Protection on the Internet
- Labelling and protection of genuine products
- Tackling unfair competition and advertising

We operate in all EAEU countries.

HEAD OFFICE

- Trademark and design attorneys
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FULL SCOPE OF SERVICES IN IP

AIS team offers comprehensive solutions and legal support on all stages of IP life cycle, from creation and registration to enforcement and protection against possible violations



CONSIDERABLE EXPERTISE AND KNOWLEDGE OF LOCAL CONTEXT

The core of AIS team are CIS lawyers and experts in IP law, who are knowledgeable of the national mentality and possess 20+ years of experience of working with state authorities and law enforcement agencies



STRONG ETHICS AND STRICT COMPLIANCE WITH PROFESSIONAL WORKING STANDARDS

AIS is fully committed to the rule of law and principals of professional ethics. While working with companies from different countries and jurisdictions, we always rely on standards and values of our Customers and strictly comply with their recommendations and limitations

AIS ADVANTAGES



ONE WINDOW APPROACH FOR PROJECTS IN EAEU MEMBER STATES

AIS Customers do not have to look for different consultants in EAEU Member States, which is key to insuring effectiveness of IP enforcement within the region. We provide comprehensive support of our team while utilizing resources in CIS countries



INDIVIDUAL APPROACH AND FLEXIBILITY IN THE CHOICE OF STRATEGY

Multiple years of successful activities allow AIS to offer its Customers an opportunity to choose from one of the existing IP enforcement strategies or develop a customized program, factoring in product and business characteristics

AIS SERVICES

IP PROSECUTION

- ✓ Procurement of copyright and related rights
- ✓ Trademark prosecution
- ✓ Registration of other IP rights (inventions, utility models, design and software)
- ✓ Preparation of IP disposal documents (agreements, works for hire, etc.)
- ✓ Audit of IP rights (analysis of the company's activity in order to identify protectable IP objects and review accuracy of registration)

TRANSACTION SUPPORT

- ✓ Preparation of IP rights disposal agreements (assignment, license or franchising) and legal support in the process of their execution
- ✓ Development of templates and terms of agreements irrespective of their complexity
- ✓ Recordation of agreements with Patent offices

DEVELOPMENT OF LABELLING AND PRODUCT IDENTIFICATION PROGRAMS

- ✓ Development and/or updating labelling and identification systems for genuine products
- ✓ Arrangement of supply of protective elements from leading producers
- ✓ Integration of labelling systems into activities of enforcement authorities, organization of education sessions and trainings
- ✓ Professional advice and support in application of the state product labelling system

DISPUTE RESOLUTION

- ✓ Support in out-of-court settlement
- ✓ Claim settlement, legal support in negotiations on recovery of damages
- ✓ Representation in courts and state bailiff service in the process of court order enforcement



ONLINE BRAND PROTECTION

- ✓ Internet monitoring aimed at detection of IP rights infringements (counterfeiting, tickets, advertising etc.), covering websites, social networks, trade platforms, messengers, etc
- ✓ Online enforcement, limitation of users' access and website blocking



ANTI-COUNTERFEITING

- ✓ Development and implementation of anti-counterfeiting strategies and suppression of parallel import
- ✓ Market surveys (test purchases, market analysis, etc.)
- ✓ Suppression of cross-border infringements (trademark customs recordation and cooperation with customs authorities)
- ✓ Suppression of trade in counterfeit products in the domestic market through cooperation with police, state prosecution and with other law enforcement agencies
- ✓ Development of educational materials for enforcement authorities
- ✓ Comprehensive educational programs on IP enforcement for state authorities
- ✓ Legal support of administrative and criminal cases
- ✓ Organization and legal support of investigations, collection of evidence, forensic analysis
- ✓ Analysis of information sources and databases
- ✓ Analysis of import/export operations and customs risk management
- ✓ Organization of raid actions



SPECIFICS OF IP ENFORCEMENT ACTIVITIES IN EAEU MEMBER STATES

AIS always considers unique business context in the country, as well as specifics of operations of the state authorities and courts. That is why we offer only the most effective solutions in IP enforcement

1 THE SIZE AND GEOGRAPHICAL POSITION

EAEU Member States have land borders with 14 states, including those located in the South-East Asia. There are over 60 sea ports, taking cargoes from all over the world

WE OFFER:

- ✓ Continuous cooperation with customs authorities and shipments monitoring
- ✓ Determination of regions of counterfeit import and corresponding targeting of enforcement activities
- ✓ Tracing storage facilities and major transit hubs
- ✓ Tracing manufacturing facilities inside the country

2 CUSTOMS UNION

Armenia, Belarus, Kazakhstan, Kyrgyzstan, and Russia are members of Eurasian Economic Union and thus customs control is not executed over goods moving within the union borders

WE OFFER:

- ✓ Trademark prosecution in all Customs Union countries and customs recordation of IP
- ✓ Monitoring of shipments across the Customs Union
- ✓ Cooperation with customs and law enforcement authorities in the Customs Union countries

3 SPECIFIC OF AUTHORITIES' OPERATIONS

Due to large workload law enforcement authorities often lack the ability to monitor the market and proactively enforce IP rights

WE OFFER:

- ✓ Regular trainings and updating of law enforcement officials on protected IP objects of our clients
- ✓ Joint activities in IP enforcement
- ✓ Drafting and distribution of informational and educational materials for the authorities' officers
- ✓ Hotlines and other channels of immediate communication
- ✓ Conducting of various types of analysis and examination

4 ONLINE BRAND PROTECTION

Most infringers use online distribution channels, thus making modern means of communication a common tool for IP violation, speculation and ambush marketing

WE OFFER:

- ✓ Ultimate systems of online monitoring
- ✓ Cooperation with social networks, trade platforms on prevention and immediate cease of IP infringements
- ✓ Computer-based claim resolution process with web-site owners, hosting providers and registrars
- ✓ Using court and administrative mechanisms of website blocking through state prosecution and other authorities
- ✓ Cooperation with national domain coordination center local regulatory entities
- ✓ Enforcement on anti-fraud and anti-phishing grounds

OUR PROJECTS

- ✓ Enforcement of IP rights of the International Olympic Committee and local organizers
- ✓ Enforcement activities in the territory of CIS countries
- ✓ Over 100 IP trainings for enforcement authorities
- ✓ Launch of genuine product labelling system
- ✓ Brand protection at the event sites
- ✓ Representation of organizers and right holders
- ✓ 24/7 system of cooperation with enforcement authorities
- ✓ Development and implementation of educational and informational mechanisms
- ✓ Immediate reaction and cease of online infringements

SELECT LIST OF BRANDS

VEHICLE AND CONSTRUCTION MACHINES MANUFACTURERS

- | | | | |
|--------------|-----------|-----------|--------------|
| ✓ Volkswagen | ✓ SEAT | ✓ Kia | ✓ John Deere |
| ✓ Audi | ✓ Daimler | ✓ Hyundai | ✓ MANDO |
| ✓ Skoda | ✓ Nissan | ✓ MAHLE | |

PERFUME AND BEAUTY PRODUCTS

- | | | | |
|---------|---------------|------------|----------------|
| ✓ WELLA | ✓ Schwarzkopf | ✓ Unilever | ✓ BIOSILK |
| ✓ LONDA | ✓ LOREAL | ✓ CHI | ✓ Baldessarini |

TECHNOLOGY AND ELECTRONICS

- ✓ Apple

PHARMA INDUSTRY

- ✓ Pfizer



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MANAGING PARTNER

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