

US service levels on new patent, trade mark and design instructions

On receipt of new instructions, GJE commits to:

- review PCT history to identify ISA
- review claims for:
 - total number to avoid unnecessary official fees
 - multiple independent claims in the same category to avoid standard EPO objection
 - formal allowability
 - other EPO specific issues
- file the application and report the filing, with invoice, within 48 hours of receipt (if no significant issues to be addressed)
- advise the client of any issues within 48 hours (if problems are identified in need of solutions)

GJE does not charge additional fees for the above. GJE will communicate quickly and openly to resolve any issues depending on client requirements.

Benefits of GJE's approach to US clients:

- issues are identified early and solutions are dealt with under instruction and in line with related cases in other countries
- this avoids unnecessary official and attorney fees, reporting office actions about issues that could have been addressed earlier
- dockets can be updated with the filing information quickly resulting in improved work flows



GJE

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European IP Services for US Clients

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Managing
Intellectual
Property

Gill Jennings & Every LLP
UK - Patent Prosecution
Firm of the Year 2010

Solving problems for US clients

Established in 1912 and with offices in London, Cambridge and Munich, GJE has specialised in working with US clients for over 40 years and is an expert in European IP practice. GJE has built many long-term relationships with both companies and attorneys in the US, and has a deep understanding of how US organisations operate. This includes addressing technical and legal needs in European patent, design and trade mark services, and delivering a gold-standard service based on:

- a problem-solving approach
- a clear explanation of complex and changing European legal issues
- price transparency, including fixed fees where appropriate
- flexible billing
- high level of responsiveness
- prompt reporting
- cost-effective but top-quality advice from specialists

We are conveniently located for the three main EPO offices in The Hague, Munich and Berlin.

GJE's reputation

Awarded 'UK Patent Prosecution Firm of the Year 2010' by Managing Intellectual Property.

GJE is one of very few firms to be ranked as 'top tier' patent attorneys by all three of the leading Intellectual Property directories (*Chambers*, *Legal 500* and *MIP*), based on client and peer-group feedback:

'GJE provide undisputedly excellent service in the three main areas of IT and engineering; life sciences and chemistry; and trade marks.'

Chambers 2009

'The lawyers provide consistently clear, concise and prompt advice, and possess sound technical expertise.'

Chambers 2010

'Gill Jennings & Every LLP has a host of good people.'

Legal 500 2009

'It is a personable firm with an innate understanding of our needs.'

Chambers 2010

Services offered

- Patent and trade mark preparation, filing and prosecution in the UK, Europe and worldwide. GJE files well over 2,000 patent and 1,000 trade mark cases every year – over 50% for international companies.
- Specialists in International (PCT) patents. GJE is ranked in the top five PCT application filers in the UK.
- Specialists in SPC (Supplementary Protection Certificate) prosecution and validity proceedings.
- Post grant proceedings
- EPO opposition and appeal proceedings. Our specialist EPO practice is one of the largest in Europe based on the number of cases handled.
- Trade marks and brand protection. We have substantial experience dealing with oppositions before OHIM (the Community Trade Mark Office), utilising the skills and expertise of trade mark partners who are dual qualified as solicitors. On average, we are instructed in over 150 contentious trade mark cases every year.

- Patent and trade mark infringement and validity advice
- Patent and trade mark searching and freedom-to-operate opinions
- Designs worldwide: prosecution, revocation, invalidity and infringement matters for registered designs (UK/EU) and design rights.

Chambers 2009, a leading directory and reference source, states that GJE

'has a solid international reputation, representing numerous clients before the EPO.'

Patent opposition work

We have built up a strong reputation for opposition work at the EPO. The size of our disputes team enables both complex and numerous cases to be handled effectively. It allows us to pool together our understanding of different technologies. In this way, the client does not have to rely on just one or two individuals. GJE attorneys in the disputes team each handle around 20 to 30 opposition oral proceedings per year. Cases include:

- Successfully defending many oppositions for **Pioneer** against attacks from the German Electronics Industry Association relating to digital radio technology.
- Multi-oppositions, eg **Procter and Gamble**. Although Procter and Gamble has a large in-house team, it regularly relies on us to represent its most important or complex opposition cases, both defending Procter & Gamble patents and opposing those of its competition.

We often defend patents against two or more of their opponents.

- Coordinating an extensive opposition team and successfully attacking AstraZeneca's European Symbicort patent, cutting \$2.8 billion from the company's market value.

SPC (Supplementary Protection Certificate) work

- Successfully arguing Gilead Sciences, Inc.'s appeal against the UKIPO Comptroller's decision refusing its application for an SPC application, SPC/GB05/041, for Truvada™ which accounted for \$2.49 billion of Gilead's sales in 2009.

'Gill Jennings & Every's strong trade mark practice... handles all aspects of trade mark work worldwide.'

Legal 500

US and other international clients include:

Procter & Gamble, Honeywell, Bose, Xerox, Rockwool, Pfizer, Hasbro, Oracle, Revlon, Cooper Industries, Illinois Tool Works, De La Rue, Teva, Panasonic, Seiko Epson, Yamaha