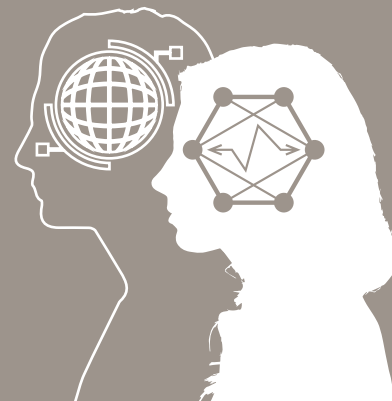


# *Intellectual Property Department*

*Value, protect  
and develop your  
intellectual  
property rights*



PwC understands that Intellectual Property (IP) is crucial for businesses which constantly face issues related to the protection and use of their IP assets. Effective management of IP portfolios can be challenging because of the variety of systems, the lack of harmonisation of national regulations, the technical character of the registration and maintenance procedures, and because of the highly competitive economic environment. The digital economy and globalisation trigger new challenges involving additional tax compliance processes and increasing threats of infringement and unfair competition.



## *IP is crucial for businesses in the digital economy*

PwC commits itself to adding value to your IP rights by providing a comprehensive and holistic range of services from purely legal to IP structuring with tax optimisation.

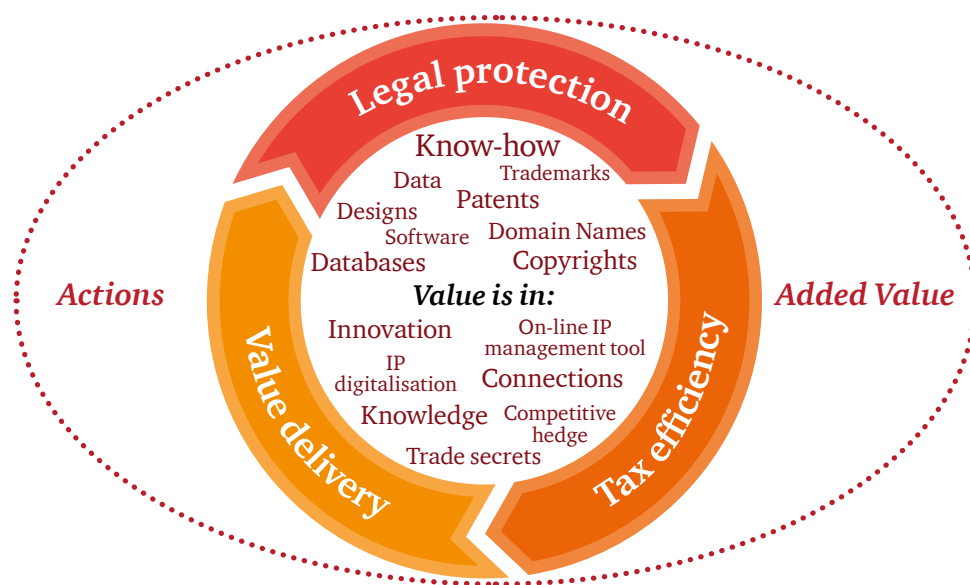
In the digital era we live in, effective management of IP rights can be a complex matter for companies facing a more and more global and competitive economy.

IP rights, despite being intangible, represent a significant economic value. They are key assets for most businesses, in almost all sectors.

Making the most of your IP becomes crucial in the private sector and requires competent and efficient management when entering into deals or conducting day-to-day business activities.

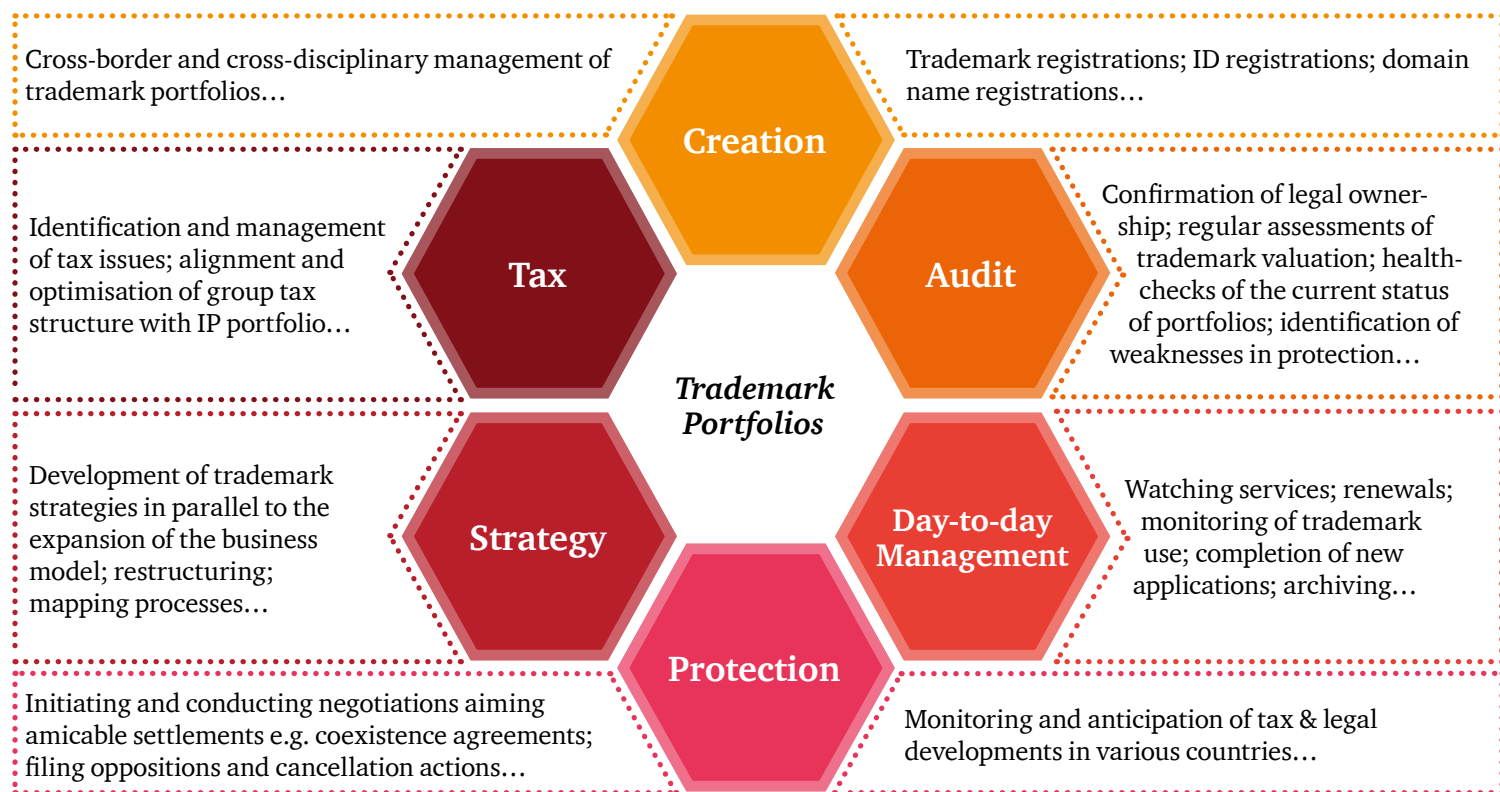
### **Businesses (small and medium enterprises, multinationals) face multiple challenges:**

- Establishing efficient, valuable IP strategies;
- Managing their IP portfolio judiciously;
- Anticipating hidden risks related to IP such as litigation, revenue leakage and commercial exposure;
- Monitoring national tax and legal requirements and change;
- Ensuring that third parties do not take advantage of your IP rights.





## *Zoom: what do trademark portfolios involve?*





## *Protect and develop the value of your intellectual property*

PwC has a team of IP experts covering all the areas of IP where you may need legal and professional advice on your IP assets, such as trademarks, designs, patents, domain names...

In addition to the management and protection of your intellectual property portfolio, we are there to assist you in building or developing your IP strategy.

Our team works globally within the PwC Network and can combine various skills and expertise in taxation, structuring and IP valuation/transactions.

### **We provide global IP solutions**

Legal and tax expertise

IP infringement actions

IP valuation services

IP licenses and other commercial agreements

IP structuring projects

## *Interested?*

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