



**YOUR RELIABLE PARTNER  
IN LEGAL PROTECTION OF  
INTELLECTUAL PROPERTY**

# 01 ABOUT GARDIUM

We provide services in legal protection of Intellectual Property of any complexity. We take on formulation of patent documentation and means of identification, and restraint of exclusive rights violations.



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# 03 SERVICES

Our exceptional operational experience in IP enables us to perform tasks for any industry, from real estate to energy production.



## Trademarks

- Registration in Russia and worldwide
- Renewal, rights transaction, termination
- Enrollment into the Customs Intellectual Property Register
- Legal defence in case of Rospatent refusal
- Legal defence and challenging in the Chamber of Patent Disputes and the Court of IP
- Interests protection in the Federal Antimonopoly Service and commercial courts of any instance



## Patents

- Patenting of inventions, industrial designs, utility models in Russia and worldwide
- Renewal, amendment of data, termination
- Patent research according to GOST
- Exclusive rights violation examination
- Legal defence in case of violation of right to a patent in the Chamber of Patent Disputes, the Court of IP, commercial courts

# 04 SERVICES

Gardium employs highly qualified law experts, as well as finance and tax specialists. Therefore, we can provide you a wide range of services within the same company.



## Consulting

- IP capitalization
- Financial performance improvement
- Easy-term intangible asset based lending
- Entry of intangible assets into the balance sheet
- Intangible assets accounting policy

## Other services



Software and database registration



Legal protection of rights to mobile applications, websites, IT solutions



Preparation and registration of IP transaction agreements



Disputes in commercial courts of any instance

# 05 STATISTICS



## 15 YEARS OF EXPERIENCE IN INTELLECTUAL PROPERTY PROTECTION



**17 000** IP objects

registered by Gardium



**12 000** clients

leading Russian companies like GAZPROM and international companies such as KNAUF



**100** legal proceedings

are won by Gardium annually



**270** mln USD

saved for our clients in the last five years

# 06 HOW WE WORK

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## | Experienced team

There are **3 to 5 multi-professional experts** working on every project. We look for the best solution taking into consideration all features of spheres your project relates to



## | Fixed budget

There are **no hidden payments**. You won't have to reconsider budget and pay additionally, once the contract is signed



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## | PROJECT APPROACH

## | Protection strategy

After analysis, you get **complete legal strategy** that maximizes the level of your intellectual property protection



## | Responsibility for results

We work to achieve specific goals for your business development and take responsibility for results.



**All obligations are defined in the contract**

# 07 CASES

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## LACTALIS VS. HOCHLAND

### ► SUMMARY OF MATTER



Patent dispute against Hochland SE to grant the protection for the patent №99471 for the group of industrial designs that belongs to the Client, Lactalis Groupe. The reason for the objection raised by Hochland SE was inconsistency in the "originality" condition of patentability: similar decisions were publicly available long before the filing date.

### ► GARDIUM'S SOLUTION

Gardium found the distinctive features of the Client's decision from the opposed sources, proved the validity of the patent and succeeded in obtaining a refusal to satisfy the objection.

### RESULT

The patent has been left in force. The Client can raise claims in case of exclusive rights violation.



# 08 CASES

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## GANESHA LLC VS. MARS INC.

### ► SUMMARY OF MATTER



Mars Incorporated raised an objection against granting legal protection to the trademark "Mr. Cat" owned by the Client, Ganesha LLC. They insisted that the trademark "Mr. Cat" was similar to the company's "Kitekat" designation, and was also registered to similar goods being marked by the "Kitekat" designation.

### ► GARDIUM'S SOLUTION

Gardium protected the Client's rights to the disputed trademark. We proved that the documents submitted by Mars Incorporated do not confirm the ownership of the copyright for the image to the person having filed the objection.

### RESULT

The first instance for IP disputes in Russia, the Chamber of Patent Disputes, rejected the objection of Mars Incorporated. Successful realization of the project allows the Client to continue the use of one of its main brands as it is.

**MAN BRAND'S ENROLLMENT TO THE CUSTOMS IP REGISTRY****► SUMMARY OF MATTER**

The Client turned to Gardium, having learned that an unauthorized importer had been importing counterfeit goods. In Russia, unauthorized import of the marked goods can be blocked when a rightholder enters their trademark into the Customs Intellectual Property Registry (CIPR).

**► GARDIUM'S SOLUTION**

Therefore, Gardium applied to the Federal Customs Service and provided the collected documents. Gardium experts collected proof of counterfeit "MAN" goods circulation on the market.

**RESULT**

The "MAN" trademarks have been enrolled to the CIPR. As a result, counterfeit import by unauthorized importers is prevented; compensation for violations amounted to twice the cost of the declared goods.

# 10 CASES

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## UAZ WELL-KNOWN MARKS

### ► SUMMARY OF MATTER



Ulianovsk Automotive Plant has been known for 50 years. Therefore a large number of unscrupulous market participants use designations belonging to the Client without any permission, trying to get advantage of the Client's popularity. Extended protection of the Client's trademarks in Russia is only possible through registration as well-known marks, taking into account there are only about 200 well-known trademarks among more than 420 000 trademarks in Russia.

### ► GARDIUM'S SOLUTION

Gardium collected sufficiently large amount of data to gain the evidence of intensive use of the trademarks for courts. Trademarks "YA3" and "UAZ" have been recognized as well-known.

### RESULT

Two brands of the biggest automotive plant in Russia have been recognized as well-known marks in retrospective after a long-lasting process. Now they are protected legally in relation to all possible goods and services in the territory of Russia.



## 30+ JUDICIAL LAWYERS AND PATENT ATTORNEYS AMONG OUR EXPERTS

Lawyers and attorneys of Gardium possess long-term practical IP experience in registering offices.



Alexey Abramov

### Managing Partner, Russian Patent Attorney #2003

16 years of experience, including 12 years of senior positions and positions of a business owner in law sphere.



Irina Reznikova

### Partner, Head of Legal Department, Russian Patent Attorney #1947

20 years of practice, including over 10 years of senior positions in the leading leasing companies.



Elena Kuptsova

### Practice Leader, Head of Patent Department, Russian Patent Attorney #1264, EAPO Patent Attorney #406

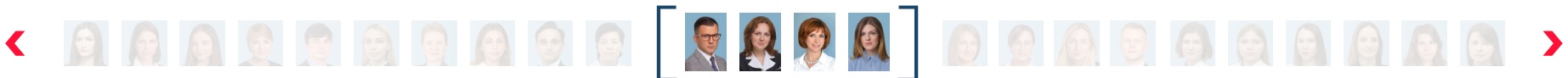
15 years of IP practice, including 4 years as a state examiner in Russian Federal Institute for Industrial Property.



Ekaterina Chilimova

### Project Head Manager, Practice Leader, Russian Patent Attorney #2058

10 years of experience. Develops practice of protection of rightholders' intellectual property from unfair competitors.



# 12 RATINGS AND PARTNERS

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**6th place in TOP-300 Russian leading law firms.** For 2 years we have been in the rating of the Russian leading law firms by **amount of successful cases in commercial courts**



**International Trademark Association (INTA) Member.** Our specialist have access to international IP education programme and IP experts' opinion throughout the world



**Russian Export Center official Partner.** Supporting international legal protection of intellectual property with the greatest efficiency among the competitors



Gardium is a member of **WiseAdvice consulting group.** WiseAdvice is a group of 9 companies providing over 200 services for business development and security. You receive high-level expertise, whatever issue your project relates to

# 13 CLIENTS

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Litigation and dispute resolution | Intellectual property | Protection of business reputation | Corporate law  
Customs law | Bankruptcy | Real estate and construction | Administrative practice



**WE LOOK FORWARD TO WORKING WITH YOU!**



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