Introduction to the Noerr Patent Group

Our expertise in technology & innovation
We often experience that technology companies neglect the IP landscape when developing their business strategy. Likewise, the work of the IP department is often detached from the business strategy, so that respective patents have little or no value for the company and its business model.

We can change this by our integrated, business driven IP Services & Solutions, no matter whether it comes to patent prosecution, litigation, licensing, or transactions.

We think that IP is much more than just the result of successful research and development (R&D).

We understand that IP management and business strategy may exponentially accelerate economical success if they are integral and interactive parts of the overall business management:

The IP portfolio should reflect the company’s business strategy, i.e. IP generation, usage and enforcement have to be in tune with the company’s strategy.

Likewise, the company strategy should be inspired by the “IP landscape”, i.e. third party rights and areas of technology not covered by third party rights (“white spots”).
Our Integrated IP Services & Solutions (1/2)

The Noerr Patent team comprises highly experienced attorneys handling all litigious and non-litigious patent matters. On a case-by-case basis, we work with seasoned patent attorneys covering all technological fields, in particular, electrical and mechanical engineering, chemistry, medical, pharmaceutical and biotechnology.

The services of the Noerr Patent team are seamlessly integrated into the outstanding competence of Noerr in all areas of business law. Our lawyers are usually ranked top tier and considered global leaders in their field.
The Noerr Patent team, our team of legal and technical experts, provides seamless and integrated IP Services & Solutions around the globe. Together with our more than 480 colleagues working at Noerr worldwide, we handle all legal matters related to technology & innovation in the most professional and diligent way:

Your benefits

- International team across several of our offices and global network
- Close cooperation with our specialists in distribution and antitrust law, food law and restructuring, tax and auditing
The members of the Noerr Patent team are the trial lawyers of choice for many renowned high-tech companies.

We regularly argue complex infringement cases before German patent courts. We have longstanding experience in handling international and multi-jurisdictional patent litigations, based on our established and reliable network of offices and “best-friend” law firms.

Likewise, our litigation services cover legal advice and representation in nullification actions and opposition proceedings before the German and the European Patent Offices.

We have one of the most prolific practices in alternative dispute resolution. Our clients benefit from our experience in handling litigations before various arbitration tribunals, including ICC and WIPO.

Moreover, our forensic advice covers the following in particular:

- Multi-jurisdictional evidence collection measures
- Border seizures
- Product piracy
- Limitation procedures

Our clients’ business strategy is the cornerstone of our litigation approach. Whether our client finds itself as plaintiff or defendant, we will utilise litigation to client’s business advantage while keeping its priorities in place. For more detailed information on our patent litigation practice please consult our brochure “Patent Litigation – Infringement, Nullity, Opposition”.

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The phase between the genesis of an innovative idea and the grant of respective intellectual property rights is the most important part of the IP lifecycle. Every step the company takes during this phase has a paramount impact on the future value of its IP rights, in particular its strategic value, enforceability and scope of protection. Therefore, the Noerr Patent team developed a comprehensive and integrated concept of IP services for this phase:

- We provide intelligent coordination and active management of patent application prosecution in various jurisdictions. Our service comprises a very cost effective, reliable and transparent system to establish, monitor and manage international patent portfolios around the globe. Our lawyers are ranked as leading German experts in technology transfer and R&D management.
We believe that technology licensing should be an integral part of the company strategy. Our **innovative and robust licensing concepts & management systems** leverage the value of our clients’ technology portfolio. If it comes to **licensing disputes**, our clients benefit from our fully integrated practice, combining expertise in litigation, licensing, technology and antitrust.

We provide legal advice in the following areas in particular:

| Developing licence programmes and strategies, integrating licence and distribution strategies, cross-licence agreements, and joint ventures. |
| Developing concepts and structures for joint technology development (R&D), build-operate-transfer (BOT) technology agreements, tool agreements. |
| EU antitrust & competition law, particularly distribution antitrust & competition law. Important issues here include: prohibition of price fixing, restrictions of clienteles and territories, prohibition of competition, and admissible agreement of purchase quantities. |
| Licensing disputes, including negotiations, court proceedings, alternative dispute resolution (ADR) and mediation, royalty declaration analysis. |
Senior members of our team litigate FRAND cases since the beginning of the entire SEP/FRAND discussion back in 2005. We constantly handle SEP / FRAND cases before all major German patent infringement courts.

We know the “playbook” both from the offensive and defensive perspective.

We developed robust approaches how to establish FRAND royalty rates. We calculate and formulate FRAND offers in close cooperation with our integrated team of economists and certified accountants (Noerr AG).

Litigations concerning standard-essential patents require seamless cooperation between patent lawyers and antitrust & competition law experts. Our antitrust & competition law team is among the leaders in the market, having many years of experience in dealing with standard-essential patents. Our practice thus offers integrated solutions at the interface of patent law and antitrust & competition law.
The commercial success of an IP transaction essentially depends on two factors:

Is the technology **sufficiently protected** by the targeted IP portfolio? Are the IP rights valid and enforceable, and do they cover the technology which is supposed to create the economic value of the transaction?

Does the targeted IP portfolio/company provide **freedom to operate**? Does the current or planned business of the target infringe any third party rights? Will existing licensing agreements survive the transaction?

Therefore, transactions in the technology sector require **expertise going far beyond conventional transaction know-how**. We handle technology transactions with a team consisting of patent lawyers, transaction specialists, auditors and tax experts. Our services & solutions include:

- Comprehensive IP due diligence
- Innovative corporate IP structures
- IP based financing, sell & licence-back solutions for IP portfolios
The tax structuring of transactions and the tax accounting of patents and licences has a direct impact on the commercial success of transactions. The tax-optimised allocation of patents and licences is an important issue for innovative companies. This applies particularly to cross-border tax structures.

We advise on:

- Tax optimisation of IP transactions and IP accounting
- Tax optimisation of licence agreements and intra-corporate licences
- Selecting and assessing tax jurisdictions for portfolio management
Successful restructurings and reorganisations of technology enterprises necessitate sustainable concepts for IP rights and know-how.

Based on our excellent understanding of technologies and markets, we are able to newly structure patent and licences portfolios. Realigning and strategically optimising existing and future IP portfolios is essential. We develop innovative solutions facilitating sustainable exploitation of our clients’ IP portfolios.

Our restructuring team is among the most successful and renowned practices in Europe. Over the past ten years Noerr has advised on seven of the ten largest insolvency cases, five of which concerned technology enterprises. Within short time frames we organise and support competitive bidder processes and develop refinancing solutions by involving international capital markets.

We advise, both nationally and internationally, private undertakings and corporations, business managers and shareholders, banks and finance investors, as well as insolvency administrators, particularly on the following issues:

- Distressed IP transactions
- Reorganisation and refinancing
- IP rights as collaterals
- Establishing and managing IP pools
- Termination of IP licences
- Relicensing of IP right portfolios
Together with our auditing and tax consulting firm, Noerr AG, we value individual property rights and portfolios.

Our valuation service is particularly required in the following cases:

- Equity investments, corporate succession planning etc.
- Licence granting and technology transfer
- Liquidation, insolvency
- Damage calculation in case of IP rights infringements
- In-kind company formation with IP rights
- R&D profitability analysis
High quality IP management causes considerable costs, namely for small and medium-sized enterprises (SMEs). Especially legal defence costs, settlement payments and business interruption can damage a business’ performance and reputation.

In addition, the companies must also account for IP pursuit costs and the opportunity costs of not maximising returns from their IP portfolios.

Intellectual Property Rights (IPR) insurance allows for effective management of these risks by providing cover for:

- **Litigation costs** – to defend an insured against an alleged breach by a third party
- **Damages settlements** – awarded by a court, arbitration or administrative tribunal
- **Cross-undertaking costs** – for court ordered damages arising from a failed legal pursuit
- **Pursuit costs** – associated with the pursuit of a third party for infringement of the insured’s IP rights
- **Recall expense** – litigation costs and third party damages arising from a product recall order
- **D&O** – costs to directors or officers personally joined in litigation for a breach of third party IP rights

Such insurance enables the companies to operate in a flexible manner and to utilise their IP as efficiently as possible.

Working in concert with leading insurance brokers (Howden/Hendricks) and IPR insurers, upon clients request Noerr is able to provide advice concerning the coverage IPR insurance and the insurance premium costs.
Your contacts

Dr Ralph Nack
Rechtsanwalt
Partner
+49 89 28628163
ralph.nack@noerr.com

Dr Thomas Gniadek
Rechtsanwalt
Associated Partner
+49 89 28628388
thomas.gniadek@noerr.com

Prof. Dr Sebastian Wündisch, LL.M.
Rechtsanwalt
Partner
+49 351 8166072
sebastian.wuendisch@noerr.com

Dr Stefanie Hermann
Rechtsanwältin
Associate
+49 89 28628272
Stefanie.Hermann@noerr.com

Dr Armin Kühne
Rechtsanwalt
Senior Associate
+49 89 28628388
armin.kuehne@noerr.com

Valentin Schmidt
Rechtsanwalt
Associate
+49 89 28628388
valentin.schmidt@noerr.com
Noerr stands for excellence and an entrepreneurial approach.

With highly experienced teams of strong characters, Noerr devises and implements solutions for the most complex and sophisticated legal challenges. United by a set of shared values, the firm’s 500+ professionals are driven by one goal: our client’s success.

Listed groups and multinational companies, large and medium-sized family businesses as well as financial institutions and international investors all call on the firm.

As one of the leading European law firms, Noerr is also internationally renowned with offices in eleven countries and a global network of top-ranked “best friends” law firms. In addition, Noerr is the exclusive member firm in Germany for Lex Mundi, the world’s leading network of independent law firms with in-depth experience in 100+ countries worldwide.
## Expertise

- Antitrust & Competition
- Banking & Finance
- Capital Markets
- Commerce & Trade
- Corporate/Mergers & Acquisitions
- Data Privacy
- Employment & Pensions
- Intellectual Property
- IT & Outsourcing
- Litigation, Arbitration & ADR
- Regulatory & Governmental Affairs
- Restructuring & Insolvency
- Tax

- Automotive & New Mobility
- Compliance & Investigations
- Digital Business
- Energy
- Family-owned businesses and private clients
- Financial Services Regulation
- Healthcare
- Insurance & Reinsurance
- Media
- Private Equity
- Real Estate Investment Group
- Telecommunications
- Advisory
Legal Awards

European Law Firm of the Year and Law Firm of the Year: Germany

European Law Firm of the Year

Law Firm of the Year: Regulated Industries, Distribution Trade and Logistics

Law Firm of the Year: Banking & Finance

European Law Firm of the Year

German Law Firm of the Year

Global Dispute of the Year: U.K. Litigation

Transatlantic Equity Capital Markets Team of the Year

European Law Firm of the Year

Chambers Europe Awards 2015

Transatlantic Equity Capital Markets Team of the Year

Global Dispute of the Year: U.K. Litigation

Transatlantic Legal Awards 2017

British Legal Awards 2016

Chambers Europe Awards 2015

The American Lawyer Global Legal Awards 2015
Strong international presence

Hamburg 20 professionals
Düsseldorf 60 professionals
London 5 professionals
Brussels 10 professionals
New York 5 professionals
Alicante 15 professionals
Frankfurt 75 professionals
Munich 120 professionals

Berlin 90 professionals
Dresden 25 professionals
Warsaw 25 professionals
Moscow 20 professionals
Bucharest 25 professionals
Budapest 10 professionals
Bratislava 10 professionals
Prague 15 professionals

As of January 2019
Noerr is the exclusive member firm in Germany for Lex Mundi – the world’s leading network of independent law firms with in-depth experience in 100+ countries worldwide.

As part of the Lex Mundi global network, we can provide our clients with preferred access to more than 21,000 lawyers around the world – all from a single point of contact.

Individually, each Lex Mundi member firm is a leader in its local market. Collectively, Lex Mundi firms provide global legal resources with unmatched depth and breadth. Working with other Lex Mundi firms, we are able to seamlessly handle our clients’ most challenging cross-border transactions and disputes.
Offices

Alicante
Noerr Alicante IP, S.L.
Avenida México 20
03008 Alicante
Spain
T +34 965 980480

Berlin
Noerr LLP
Charlottenstraße 57
10117 Berlin
Germany
T +49 30 20942000

Bratislava
Noerr s.r.o.
AC Diplomat
Palisády 29/A
81106 Bratislava
Slovakia
T +421 2 59101010

Brussels
Noerr LLP
Boulevard du Régent 47-48
1000 Brussels
Belgium
T +32 2 2745570

Bucharest
S.P.R.L. Menzer & Bachmann - Noerr
Str. General Constantin
Budişteanu nr. 28 C, Sector 1
010775 Bucharest
Romania
T +40 21 3125888

Budapest
Kanzlei Noerr & Partner
Fő utca 14-18
1011 Budapest
Hungary
T +36 1 2240900

Dresden
Noerr LLP
Paul-Schwarze-Straße 2
01097 Dresden
Germany
T +49 351 816600

Düsseldorf
Noerr LLP
Speditionstraße 1
40221 Düsseldorf
Germany
T +49 211 499860

Frankfurt am Main
Noerr LLP
Börsestraße 1
60313 Frankfurt am Main
Germany
T +49 69 9714770

Hamburg
Noerr LLP
Jungfernstieg 51
20354 Hamburg
Germany
T +49 40 3003970

London
Noerr LLP
Tower 42
25 Old Broad Street
EC2N 1HQ
United Kingdom
T +44 20 75624330

Moscow
Noerr OOO
1-ya Brestskaya ul. 29
Pb. 247
125047 Moscow
Russian Federation
T +7 495 799 56 96

Munich
Noerr LLP
Brienner Straße 28
80333 Munich
Germany
T +49 89 286280

New York
Noerr LLP
Representative Office
885 Third Avenue, Suite 2610
New York, NY 10022
USA
T +1 212 4331396

Prague
Noerr s.r.o.
Na Poříčí 1079/3a
110 00 Prag 1
Czech Republic
T +420 233112111

Warsaw
Noerr Biedecki sp.k.
ul. Grzybowska 87
00-844 Warsaw
Poland
T +48 22 378 85 00

info@noerr.com
www.noerr.com
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