ROUSE

United Kingdom

www.rouse.com

About Rouse

Rouse is a specialist IP consultancy, providing the full range of IP services to many of the world's leading IP owners.

Established in the United Kingdom in 1990, it now has 16 offices in Africa, Asia, Europe and the Middle East, as well as an associated office in Saudi Arabia. Rouse is regularly ranked among the leading IP firms in the various jurisdictions in which it operates.

Its team of more than 600 includes IP professionals from a wide range of disciplines. Lawyers, patent and trade mark attorneys, researchers and specialist IP investigators work seamlessly together, combining a high level of professional skills and experience with 'on-the-ground' practical and commercial know-how.

Rouse in the UK

Welcome to Rouse in the UK- where we are ranked as a leading IP practice and seen as a firm with a difference.

Here, we provide a wide range of IP services, including trade mark agency services and IP legal services which are provided through our associated specialist IP law firm, Rouse Legal.

What sets us apart?

Our approach is creative. Where there are obstacles, we look for ways round them. Where there are practical and financial constraints, we look to minimise their impact.

We are solutions-focused, practical and approachable. We believe relationships are important and have developed particularly close and long-lasting relationships with our clients. Our work environment is unusually diverse, friendly and relaxed – something regularly commented on by clients, staff and visitors to the firm.

Our client list and client retention record are impressive. We act for many of the world's leading IP owners – and many of these clients have now been with us for more than 10 years. Our clients' needs drive our business. The team spirit that exists within our firm is extended to our clients. We work closely with them to achieve their aims, applying our acknowledged skills in a practical, creative, friendly and cost-effective way.

Our people

Established in 1990, Rouse has built up a skilled and highly respected team of IP professionals including trade mark attorneys, paralegals, information professionals and IP consultants.

The team offers a unique blend of in-depth, technical skills across the full range of the IP disciplines, and a highly developed commercial skill-set which brings an appreciation of the commercial context in which all a client's IP assets are operating.

Because they are frequently working in teams that cross jurisdictional boundaries, Rouse professionals are able to provide a fully integrated IP service worldwide.

Our services

We provide a wide range of IP services – from devising and implementing global evidence gathering, dispute resolution and protection strategies, to providing commercial IP, and trade mark agency services.

Anti-counterfeiting and enforcement

We assist clients in all aspects of IP enforcement and manage anti-counterfeiting campaigns for multi-national companies in over 50 countries.

We regularly:

- assist our clients with the preparation and filing of Customs Monitoring Applications and subsequent detentions of suspected counterfeit goods
- instruct and manage other lawyers in other jurisdictions on our clients' behalf
- manage investigations designed to produce evidence to support any/ all of the above.
- file complaints to Trading Standards Departments and the police and assist with subsequent prosecutions

We work with clients to develop customised databases to record and retrieve information concerning conflicts. These databases allow us to maintain and manage data relating to all aspects of the client's enforcement programme, and allow the client, by means of secure, real-time access to the data, to keep fully abreast of the progress of all matters. We are skilled in setting up Customs monitoring programmes. We have excellent contacts with both Trading Standards and Customs authorities, and experience providing back-up and support when goods are seized or detained. alternative dispute resolution.

Dispute resolution

Our affiliated UK law firm, Rouse Legal, is widely recognised as a leading UK intellectual property law firm.

Its lawyers understand the need to protect your IP, to exploit it, and to enforce it as appropriate. Rouse Legal has extensive IP litigation experience in all types of IP dispute including patent, trade mark, design, passing-off and domain name disputes. We regularly conduct litigation in the High Court and Intellectual Property Enterprise Court.

We frequently act in and co-ordinate high profile multijurisdictional litigation, often for household name clients. Our contentious skills are also regularly used in oppositions and invalidity actions. We have particular expertise in the hi-tech, media, clothing, luxury goods and consumer products industries.

Training

IP is a dynamic and expanding area of law. We are an accredited CPD course provider, committed to providing quality training. This keeps us 'on the ball' and our clients up to date. Whether it be a basic introduction to IP or a more sophisticated analysis of particular aspects of the law, an informal department-wide training session or an intensive forum for senior management, we can tailor a programme to your business needs.

Commercial

Our commercial team provides a comprehensive range of services relating to the deployment and exploitation of IP assets. To ensure that you are deriving maximum value from your IP assets, we take as much account of your business needs as we do of legal issues.

We also advise on issues relating to advertising and labelling regulation, data protection, competition law, personality rights and e-commerce.

Mediation

We always aim to help clients resolve their IP disputes in the most cost-effective and efficient way possible, whether by agreement or through courts and other tribunals. To this end some of our litigators are also trained in mediation and other forms of alternative dispute resolution.

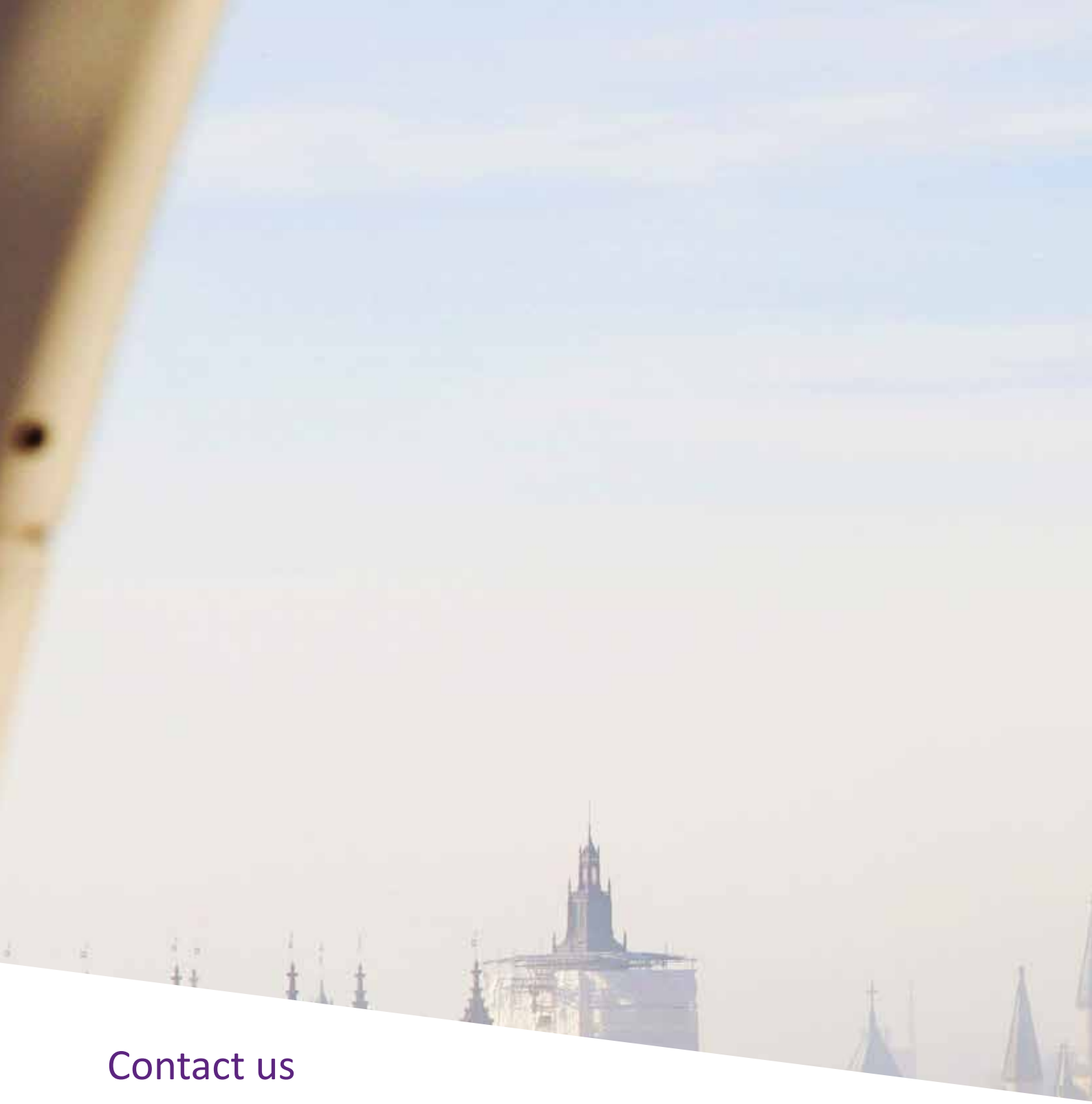
Trade mark agency

We provide the full range of trade mark agency services, which includes domain names and designs. The majority of our attorneys have worked in-house, which we see as a major advantage. It gives us a client perspective and ensures that our advice is focused and commercial.

Our industry experience

We act for clients in a wide range of industry sectors. Our clients include:

- *AG Barr*
- *Amec Foster Wheeler*
- *BP*
- *Cambridge University Press*
- *Elizabeth Arden*
- *Ford*
- *Fred Perry*
- *GlaxoSmithKline*
- *Harley-Davidson*
- *RB*
- *Stanley Black & Decker*
- *Sumitomo Rubber Industries*
- *The Economist Group*
- *Toni & Guy*



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