



**ROUSE**

Middle East & North Africa

[www.rouse.com](http://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 Asia, Europe, Middle East, North Africa and 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.





## About the Middle East and North Africa

Consisting of a large number of developing and under developed countries, the Middle East and North Africa region presents particular issues to businesses.

Although trade has always been important in the Middle East and North Africa region (MENA), the development of local and international businesses there has, in some respects, lagged behind other regions. MENA countries are diverse and whilst brand awareness is strong in some markets, it remains low in many others.

The Middle East is one of the main transit routes in the world. Its geographical location (bridging Asia and Europe) results in vast quantities of goods passing through its ports every year. The combined ports of Dubai make it one of the world's busiest transit ports, and certainly the largest in the region.

Also, within the MEA region is the six member Gulf Co-Operation Council (commonly referred to as 'the GCC'), a trade bloc of growing significance and importance for many businesses around the world. We are ideally placed to assist companies with interests in and around the GCC.

Our aim is to bring international best practices and international standards of service to our clients based in the MEA region and those who have requirements in the MEA region. We help them to achieve their aims, applying our acknowledged skills in a practical, creative, friendly and cost-effective way.

# Rouse in the Middle East and North Africa

We have been active in the MENA region since 1990, when Rouse was founded.

The office in Dubai was set up in 1997 in response to an increased work load and a desire to better service our clients' needs in the region.

Dubai is the logical base for our activities in the region because of its excellent facilities and central location allowing our team to be 'on-the-ground' whenever required. We work closely with the Rouse offices around the world.

The key services offered by our Dubai office are:

- litigation and enforcement
- patent and design prosecution and enforcement
- commercial and IT
- marketing, advertising and digital law
- trade mark portfolio management
- copyright registration and recordal
- research and investigation
- domain name registration, protection and enforcement
- strategic advice on all aspects of intellectual property related matters

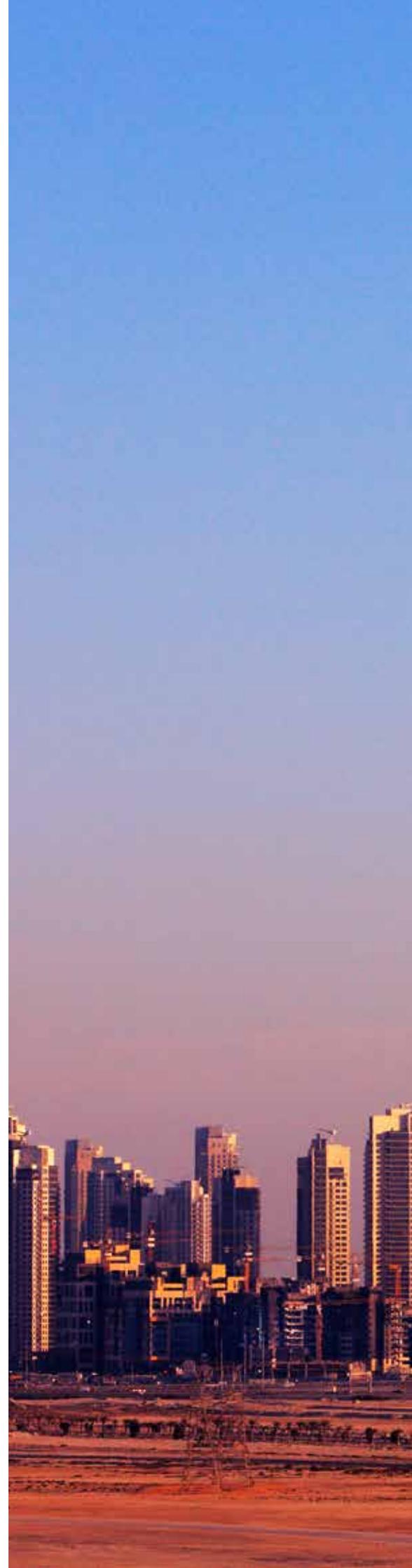
Dubai has a formal association with a firm in Riyadh and works with a network of local agents in North Africa supervised by its team of French/Arabic speakers.

## The team in Dubai

The Dubai team has grown steadily since 1997 and currently has a staff of over 45, incorporating a highly skilled team of lawyers, consultants, trade mark agents, investigators and support staff.

They are drawn from various countries and speak a correspondingly broad range of languages. In addition to the team in Dubai, we have an extensive network of lawyers, trade mark agents, patent agents and investigators throughout the region.

Full profiles of our lawyers, consultants and trade mark agents can be found on our website: [www.rouse.com](http://www.rouse.com).





## Our people

Established in 1990, Rouse has built up a skilled and highly respected team of IP professionals including lawyers, barristers, patent and 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 the full range of IP services – from devising and implementing global evidence gathering, dispute resolution and protection strategies, to providing commercial IP, and patent and trade mark agency service.

### Dispute resolution and Mediation

Our lawyers understands the need to protect your IP, to exploit it, and to enforce it as appropriate. Rouse has extensive IP litigation experience in all types of IP dispute including patent, trade mark, design, passing-off and domain name disputes. We frequently act in and

co-ordinate high profile multijurisdictional litigation, often for household name clients. Our litigation and drafting skills are also regularly used in UK trade mark and CTM oppositions.

We have particular expertise in the biotechnology and life sciences, pharmaceutical, hi-tech, media, luxury goods and consumer products industries.

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 many of our litigators are also trained in mediation and other forms of alternative dispute resolution.

### Training

IP is a dynamic and expanding area of law. 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.

### Patent and Technology

Our dedicated patent agency, Rouse Patents, has patent attorneys with experience in all aspects of patent prosecution and portfolio management, both private practice and in-house. Our patent experience covers a wide range of industries with particular emphasis on biotechnology.

### Marketing, advertising and digital

The sale of branded goods and services around the world, both in the physical space and via the internet, raises many legal issues- some are connected to intellectual property, others that are managed by independent regulators. We provide all forms of legal services in both the online and offline environments in our many jurisdiction around the world.



## 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 labelling regulation, data protection, competition law, personality rights, e-commerce and parallel importation.

## Trade mark portfolio management

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.

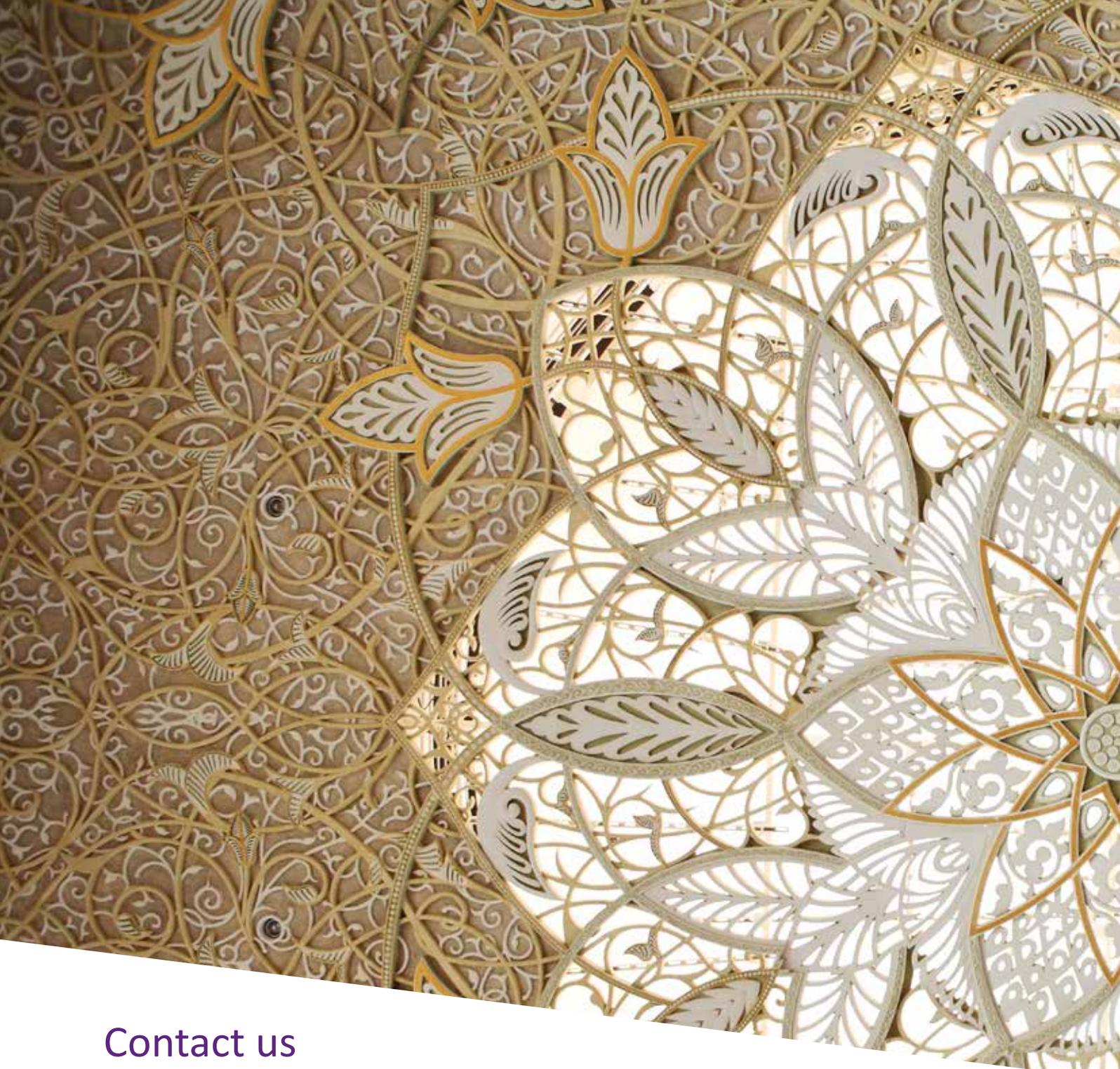
## Anti-counterfeiting and enforcement

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

We regularly:

- handle domain name disputes before WIPO, Nominet and other similar bodies
- file complaints to Trading Standards Departments and the police and assist with subsequent prosecutions
- 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 information gathering designed to produce evidence to support any/all of the above.

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.



## Contact us

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