



LexDellmeier
intellectual property law firm

**Your creative IP firm for the
successful protection of
trademarks, designs and patents**

Protecting ideas successfully.

Individuals, start-ups, universities, SMI's and large corporations need expert counseling in order to attain strong, successful and enforceable IP rights. The firm is committed to its client's needs and helps protect his product, his technology – his idea!

Creative products are result of creative thinking ...

... and creativity is also needed when securing and prosecuting your valuable ideas and intellectual property rights. We offer experienced, effective and pro-active IP counseling which includes evaluating, clearing, prosecuting and litigating IP rights on a cost-effective basis. Understanding our clients' business needs and developing strategies resulting in valuable and enforceable IP rights is the job we do with passion and commitment.



Counseling. Legal and technical. Just IP.

Our firm offers innovative and creative in-depth counseling. In addition to the non-technical fields such as trademarks, designs and copyrights, we, in cooperation with patent attorneys, advise clients in technical fields with respect to patents and utility models.

We search, prosecute, litigate and counsel in the following areas:

- | | |
|---|---|
| <input type="checkbox"/> Trademarks | <input type="checkbox"/> Licensing |
| <input type="checkbox"/> Designs | <input type="checkbox"/> Parallel imports |
| <input type="checkbox"/> Copyrights | <input type="checkbox"/> Product piracy |
| <input type="checkbox"/> Domain names | <input type="checkbox"/> Patents |
| <input type="checkbox"/> Anti-trust law | <input type="checkbox"/> Utility models |



Cooperation. Strategy. Success.

We represent large and medium-sized corporations as well as individuals based in Europe, the Americas and Asia. Strategic thinking, planning and protecting IP rights beyond country borders are of major importance in this globalized world and are the basis of our clients' success.

We are convinced:

Coming together is a beginning,
Staying together is progress,
Working together is success.

Henry Ford



Experienced. Innovative. Client-oriented.

LexDellmeier takes a fresh approach when it comes to our clients' IP needs. We go beyond merely offering "dry academic expertise". Rather, we focus on the relationship with our clients and their needs. We strive to understand our clients' business so we can be their "strategic partners". We combine "out of the box" thinking with technical excellence, pro-active strategies and clear communication to maximize your IP protection.

Knowledge – Power – Success – We believe that knowledge is power, the basis of our clients' success.



Protection. In Germany. Europe. Worldwide.

Trademarks

We conduct trademark and company name searches and give legal advice in the early stages of a new trademark name or logo.

Designs

You invested a lot of time and money in the “look” of a product? This added value of the product should be protected as a design.

Copyright

We advise on how to obtain copyright protection and possibly strengthen the right holder’s position by gaining further protection via other IP rights.

Patents

In cooperation with patent attorneys we advise on patentability and filing strategies and counsel and litigate in various technical fields.



Strategic thinking, planning, counseling.

Together, we should analyze the following bullet points:

1. Idea – technical or non-technical?

- Trademark: The name or logo should be protected
- Design: The “look” of a product (design) should be protected
- Patent: A new technical concept/product should be protected
- Utility model: Quick protection – without prior examination

2. Strategy?

- Low costs at the beginning and protection in other countries later?
- Fast and full investment with quick protection around the world?

3. Marketing?

- Producing and manufacturing yourself (full profit and full risk)
- Licensing (only licensing fees, limited risk and liability)



Alexandra Dellmeier-Beschorner

Attorney at Law and founder of the IP firm in Munich, Germany. She lived and worked for a total of six years in the US and also received practical training in Israel.

- May 2009: Founding of LexDellmeier IP Law Firm
- 2003 - April 2009: KUHNNEN & WACKER IP Law Firm, Freising, Germany (Equity Partner as of January 2006)
- 2001 - 2003: IP in-house counsel of Merchandising Media GmbH / ProSiebenSat1 Media AG, Munich, a German TV and networking station
- 1998 - 2001: Employee of a Munich IP Law Firm and private practice for a German Anti-Piracy Organization

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