



Intellectual Property Law Firm of the Year - Germany

BEST

Rechtsanwälte

Attorneys

BEST Rechtsanwälte was founded in 1998. Prior to founding the firm, Dr. Michael Best had been deputy head of the trademark department of Hoechst AG - later Hoechst Marion Roussel - and handled the global portfolio of trademarks, designs and other non-technical intellectual property rights of the group for many years. The firm was established as a spin-off from the Hoechst group when the service functions of the group were decentralised. Among the firm's early clients were the many companies, subsidiaries and joint ventures which resulted from the restructuring of the Hoechst group. Many of these are still valued clients. Yet the client base of the firm has changed and broadened over the last ten years and now extends across numerous sectors of industry and commerce. The firm's clients include utility, pharmaceutical and chemical companies, power and automotive companies, as well as manufacturers of highly specialized fabrics and materials, cosmetics and fashion labels.

Since its foundation, the firm has continued to grow continuously and currently the team consists of eleven highly motivated and experienced attorneys, paralegals and support staff. The firm has been able to strengthen its position further and in January 2009 was joined by a new partner, Udo Pflegar, who comes to the firm after several years as head of the group trademark and domain law at the Boehringer Ingelheim group and as a senior examiner at the OHIM in Alicante.

Since its beginning, the firm has focused exclusively on trademarks, designs, domains, unfair competition and copyright matters and related areas such as data protection and licensing to provide the best possible service to its clients in its areas of specialization and expertise.

Profile

BEST Rechtsanwälte is a boutique law firm specialised in Intellectual Property Law. The firm was founded in 1998. Its two

partners both have a strong background in this field and together with further experienced attorneys and highly trained and motivated paralegals and support staff, the firm is well established to handle large quantities of work quickly and efficiently while maintaining the high quality standards expected by clients and instructing counsel.

We work so closely with many of our clients that we are in the position of an outsourced trademark department, providing legal advice based on the knowledge we have of the particular industry and the clients involved.

BEST Rechtsanwälte is located in Frankfurt am Main, Germany, in one of the busiest commercial regions of Germany and Europe. With its large international airport, Frankfurt is an important centre of international finance and industry. It is easy to reach and the location in the heart of Europe makes it easy for us to go where we can help our clients.

Currently, we are responsible for the trademark, design and domain portfolios and cases of a number of national and multi-national companies from various countries on both national and international levels. We are able to call on the extensive experience of our partners and staff in dealing with such portfolios during the course of their careers (both in house and as external counsel for their clients), making it possible for us to offer high quality and cost effective solutions.

The firm's clients include pharmaceutical and chemical companies, power and automotive companies, cosmetics and fashion labels, name creation agencies and industrial designers, to name just a few. Of course, we also act on behalf of numerous law firms based outside Germany, who entrust the representation of their clients to us before the German courts and the German Patent and Trademark Office or in matters involving Community Trademarks and Designs.



Our services in regard to our clients' portfolios can include all aspects from searching, prosecution, opposition proceedings, litigation, drafting and negotiation of license agreements, assignments, co-existence agreements, watching, etc. Our experience makes it possible for us to provide these services to our larger clients on the basis of a "Legal Service and Counseling Agreement" which is invoiced at an annual flat rate.

Philosophy

At BEST Rechtsanwälte, we believe that we should concentrate on the things we know how to do best. This makes it possible for us to offer first class service to our clients. The strong background of our partners as in house trademark attorneys and in private practice as well as the highly qualified staff make it possible for us to meet our clients' expectations and to offer our services at very competitive rates.

We strive to continuously improve our services in order to meet the needs and expectations of our clients.

For that reason we are active in:

1. Lecturing on subjects related to trademark, design and domain matters
2. Committees in professional associations such as INTA and ECTA. Of course we also strive to attend the annual meetings of the associations we are members of.
3. Meetings with offices such as the ARMAD meeting at the German Patent and Trademark Office and the Germany Day at the Office for Harmonization in Alicante

We also regularly take part in seminars and training sessions in order to keep up to date with current developments.

Overall, it is our philosophy to offer the best possible service to our clients at competitive rates. This is where our industry experience meets client expectations.

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