



Intellectual Property Enforcement Services



Reacting to an IP Rights Infringement



1. **Monitoring**
2. **Investigation and evidence collection**
3. **Evaluation of the case**
4. **Evaluations of possible means and reaction plan**
5. **Starting the reaction**



1. Monitoring



- Monitoring can be made “spot” or continuously, by the IPR owner or by experts, formally or informally ... but it must be done.

- Discovering the infringement as soon as possible is essential. **The sooner is discovered the infringement less expensive and more effective is the reaction.**



2. Investigation and evidence collection



- Before reacting it is important to know infringer and infringement.
- If formally acquired knowledge can be used as evidence during enforcement.
- Investigation and evidence collection can be made by the IPRights owner or by experts.



3. Evaluation of the infringement



- It must be evaluated the legal and technical merits in the light of the evidence collected.
- This evaluation is made by experts, internal to the company or external.
- This is essential to plan the reaction.





4. Reaction planning

(means, targets, timing, cost, etc.)



A. Cease and Desist letter + negotiation

B. Administrative Enforcement

C. Civil Judicial Action

Administrative Enforcement

PRO's:

1. Quicker
2. Cheaper
3. Less evidences
4. Useful for collecting evidences

CON's

1. No Damage compensation
2. "Localised"





Our Contact

Malaysia Office

T: +603-78765050

E: pintas.my@pintas-ip.com

Singapore Office

T: +65 62502070

E: pintas.sg@pintas-ip.com

USA Representative Office

T: +1 208 899 8528

E: pintas.us@pintas-ip.com

China Representative Office

T: +86 21 68877080

E: pintas.china@pintas-ip.com

URL: www.pintas-ip.com

