D&C
LEGAL SERVICES

INTELLECTUAL PROPERTY



One Firm, One Vision
Across Jurisdictions

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INTRODUCTION



With the globalization and the growing integration of national economies into the international economy through international trade and foreign investment, the understanding of the intellectual property system has become a necessity since it protects the most valuable assets of an international company like trademarks.

In fact Intellectual property is divided into two categories: Industrial property, which includes inventions patents, trademarks, industrial designs, and geographic indications of source; and Copyrights, which includes literary and artistic works.

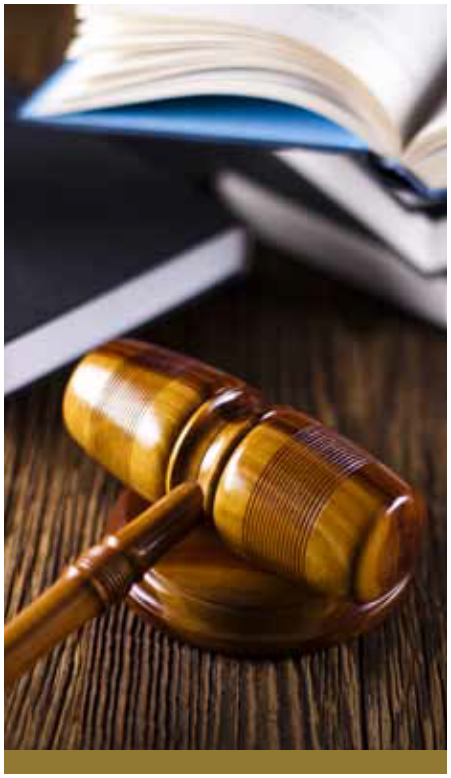
Our professional team has a wide range of legal skills and practical knowledge in intellectual property law as we have handled some of the most complex and challenging cases in this field.

The topics covered in this brochure are:

- Trademarks
- Trade name
- Well-known Trademarks
- Industrial Designs
- Copyrights
- Patents
- Assignment, and transfer agreement
- Intellectual Property litigation
- Trademark search
- Registration

TRADEMARKS

A TRADE MARK IS ANY SIGN CAPABLE OF BEING REPRESENTED BY A SPECIFIC NAME OR A FORM WHICH IS CAPABLE OF DISTINGUISING GOODS OR SERVICES OF ONE LEGAL OR NATURAL PERSON FROM THOSE OF OTHER LEGAL OR NATURAL PERSON.



A Trademark may consist, inter alias, of one of the following signs or of any combination of such signs:

Names of all kinds such as personal names, pseudonyms, words, expressions, letters, descriptions, numerals and emblems.

Forms such as drawings including protruding designs, stamps, figures, the shape of goods or their packaging, colors, combinations or degradations of colors, and three-dimensional signs.

Audio signs such as sounds and musical phrases taste and scents. The registration conditions and procedures of each of these marks shall be determined by a council of ministers' decree at the suggestion of the Minister of Economy and Trade.

With the globalization of the world and with the development of international trade, the trademark become the most precious and important assets of an enterprise. The adequate protection of an important trademark make determinate and affect the success of a product in a market place.

Our qualified teams are dedicated to grant our client with the best legal consultation and they are always up-to-date with any development or any new jurisprudence in the trademark field.

We Provides first class quality of service and legal expertise as we always work hard to improve our work, reach our goal and achieve our commitments to our clients.

TRADE NAME



A trade name is a name under which a legal entity carries out its activities and is distinguished from other legal entities. The owner of a trade name shall have the right to prevent others from the use of his trade name or any indication thereof in such a way that might mislead the public or create confusion about products or services related to his trade name.

In fact, trade name is very similar to trademark but have different roles. The trademark is usually use to identify products or services and make a distinction between them and other products or services which are made by other. However, the trade name is any name which is used to refer to commercial activity or to recognize a business entity or a company and not the products or the services of this company.

We provide fully services in Formation Company and Trade name issues, these includes, but not limited to, legal advice, search on availability of the trade name, request for official copy of commercial registration, new registration, registration fees, renewal of the commercial registration and change company name.

Handel by our professional expertise we share our knowledge in the Intellectual property and trade name in order to grant our clients and adequate protection against the infringements or any acts that shall be considered as an unfair competition.

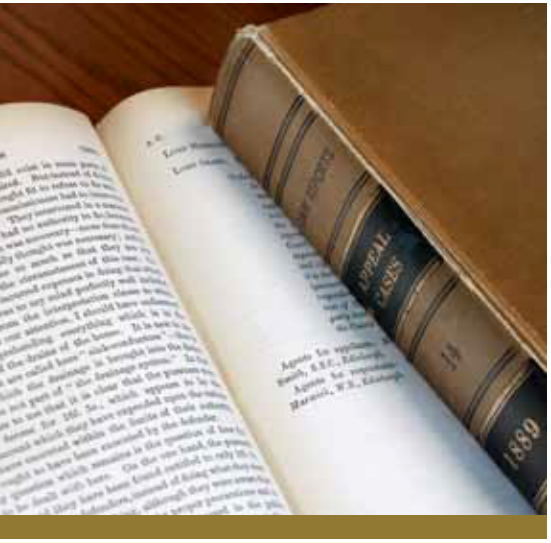

EXPERIENCE IN ALL ASPECTS OF
INTELLECTUAL PROPERTY LAW

WELL-KNOWN TRADEMARKS

The concept of a well known mark was developed in the context of Article 6 from the Convention of Paris to protect marks, which were widely known but not registered.

The adequate protection of these trademarks has become one of the most important elements in the development of the international trade and the global transaction.

However this depends always from the interpretation of the authorities of each and county and of full discretionary power of the competent court that shall take into consideration some of all of the following criteria.



- The degree of knowledge or recognition of the mark in the relevant sector of the public.

- The duration, extent and geographical area of any use or advertising of the mark. Relevant sectors of the public shall include, but shall not necessarily be limited to:

a. Actual and/or potential consumers of the type of goods and/or services to which the mark applies.

b. Persons involved in channels of distribution of the type of goods and/or services to which the mark applies.

c. Business circles or economic circles dealing with the type of goods and/or services to which the mark applies.

Our Firm has an extensive practice in both counseling and litigation cases which are related these areas we assist and represent the interests of Foreign and local Clients, in all procedures related to their trademarks and Designs.

Our lawyers are specialized in the Intellectual property; they understand the business needs of our clients and always ready provide them with a premium legal advice with the finest business approach needed for the success for their commercial project taking into consideration the practical needs of clients from diverse market worldwide.

INDUSTRIAL DESIGNS NAME



An industrial design is the ornamental or aesthetic aspect of an article. The design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or color.

Industrial designs are applied to a wide variety of products of industry and handicraft: from technical and medical instruments to watches, jewelry, and other luxury items, electrical appliances to vehicles and architectural structures; from textile designs to leisure goods.

An industrial design must appeal to the eye. This means that an industrial design is primarily of an aesthetic nature, and does not protect any technical features of the article to which it is applied.

In this section our attorneys provide fully assistance to any inventor of a drawing or a designer, or those who have rights thereto, we represent them in the court or any other government bodies in case of violation of their exclusive rights.

We advise and assist theme with the drafting or reviewing of any agreement related to the transfer of their rights.

COPYRIGHTS

COPYRIGHTS GIVE THE AUTHOR OF ANY ARTISTIC OR LITERARY WORK AN ABSOLUTE PROPERTY RIGHT OVER HIS WORK, AND SHALL HAVE THE EXCLUSIVE RIGHT TO EXPLOIT THE WORK COMMERCIALLY. THIS WILL INCLUDE USE, SELL, ADVERTISE, RENT, AUTHORIZE OTHER TO USE THEIR WORK AS WELL AS ANY OTHER COMMERCIAL RIGHTS.



This protection shall apply to every production of the human spirit be it written, pictorial, sculptural, manuscript or oral, regardless of its value, importance or purpose and the mode or form of its expression.

This protection shall include but not limited to books, archives, pamphlets, publications, printed material and other literary, scientific and artistic writings, lectures, addresses and other oral works, audiovisual works and photographs, illustrations and drawings related to architecture, computer programs whatever their language and including preliminary work.

Our Qualified attorneys have significant professional experience with copyrights law. Having duly examined and practiced this field gave us the capacity to assist our foreign and local clients with the highest quality level of legal services.

We represent our client in front of any governmental bodies as we provide them with our expertise in order to protect their interest.

In case of infringement of their rights we advise theme about the best strategies to achieve their goal and when it is necessary we represent them in the court or in any potential negotiation, arbitration or any other alternative mode of conflict resolution.

We are committed to the excellence, our goal is to preserve the best quality of our professional services, that's why we always thrive on challenges and we spend the necessary time and effort to do well.

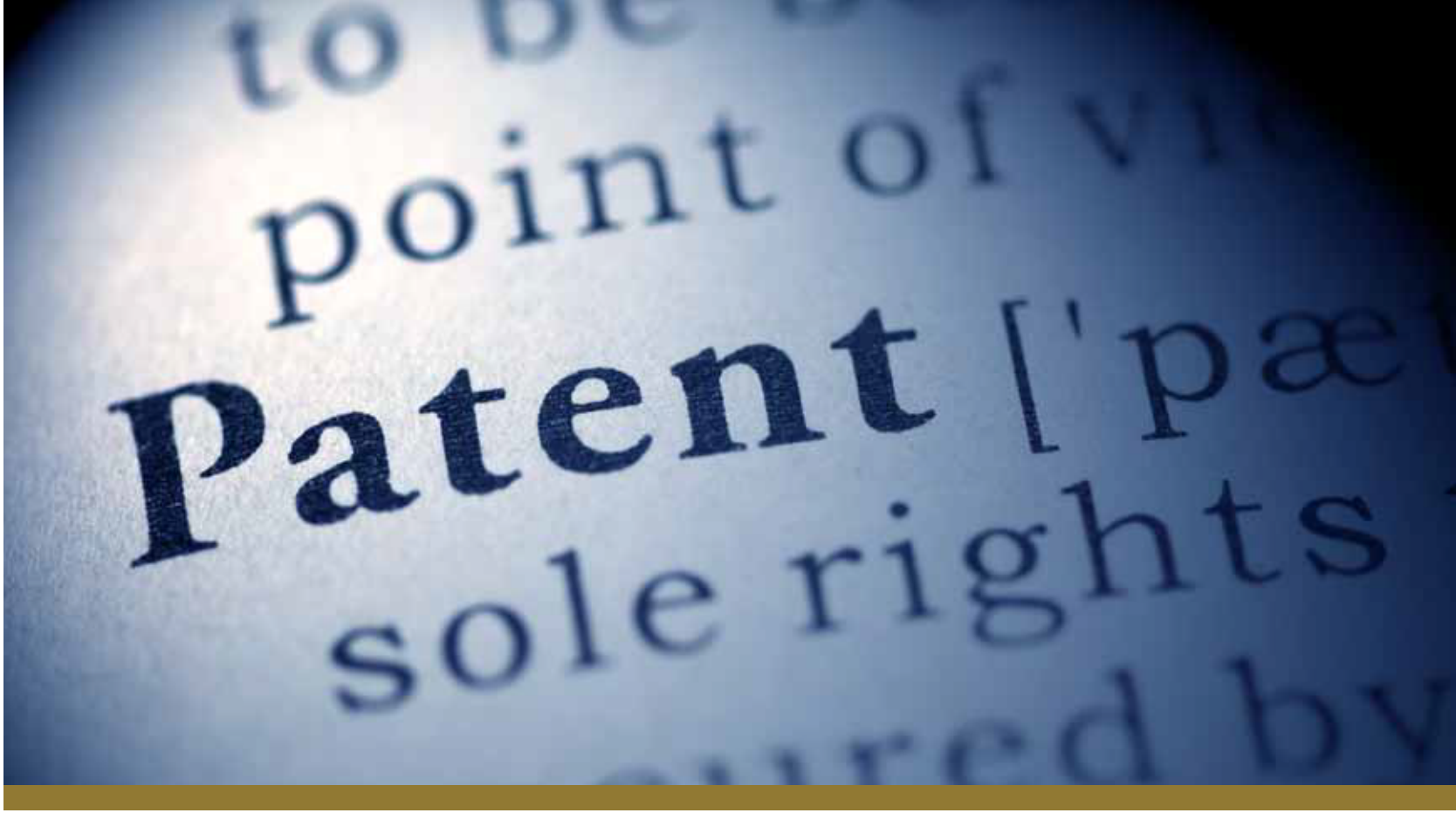


A LARGE EXPERIENCE THAT YOU CAN TRUST

PATENTS

A patent is an exclusive right granted for any inventions, which they are new, involve an inventive step and are capable of industrial application whether they are related to new industrial products, modem industrial techniques and devices, or common industrial methods. In general, it is a new way of doing something, or offers a new technical solution to a problem.

D&C Legal Services provide a wide range of patent services, this will include but not limited to, availability search, Filing application, prosecuting applications, post-registration actions, advise on the government fees, drafting and reviewing a licensing agreements or any other transfer agreement, legal opinion, representing client in court or negotiation, arbitration or any other alternative mode of conflict resolution.



ASSIGNMENT, AND TRANSFER AGREEMENT

When it comes to assignment, we combine our strong technical and legal expertise to the business intelligence in order to protect the interest of our clients. We has successfully draft, review and negotiated a wide range IP Agreement this include but not limited to:

Copyright, trademark licenses, assignments, exclusive agreement , Trademark sale agreements, License agreement, patent license agreements, joint venture agreement, trademark agreements, franchise agreements, development agreement distribution agreement, trade secret agreement, transfer agreement, security agreement, confidentiality and non disclosure agreement, know-how agreement, and any other legal documents or legal consultation relevant to the Intellectual property law.

INTELLECTUAL PROPERTY LITIGATION

Where litigation is required, our professional lawyers have the experience and know-how to represent you in front the court or any potential arbitration and fighting aggressively on your behalf.

Our lawyers have a wide experience in the intellectual property cases; we had Handel and gained some of the most complex and challenging cases.

We understand our client requirement and work hard to identify the best strategy to make sure that our client are placed in the strength position and reach our results quickly and economically.

TRADEMARK SEARCH

Before we proceed with the registration process of any trademark we highly recommend conducting a trademark search in order to check the availability of their trademark.

With a trademark search you will be able to avoid any similarity with any trademark of a third party so that you can be able to change it previously and stay away from any infringements case which can be harmful and expensive for your company.

D&C Legal Services is constituted by qualified attorney that guaranty to our clients the best legal advice as well as a fast and efficient work.



REGISTRATION

The proprietor of a registered mark shall have the exclusive right to prohibit all third parties from using in the course of trade identical or similar signs for goods or services identical or similar to those in respect of which the mark is registered, where such use would result in a likelihood of confusion.

In case of any infringements or any unfair competition the registration of your trademark will allow you the right to institute court proceeding to protect your exclusive right.

We assist our clients with the registration or the renewal of their trademark as we advice them about the best way to protect their interest against any unfair competition.



D&C Legal Services provide a wide range of legal and Intellectual Property Services, through our own fully staffed operating offices and a network of associates and representatives that spreads all the Middle East, we are able to coordinate activities and serve our client in multiple countries.

OUR OFFICES, ASSOCIATED AND REPRESENTATIVE OFFICES

Lebanon
Beirut

Saudi Arabia
Riyadh
Jeddah

Oman
Muscat

Egypt
Cairo

Qatar
Doha

Bahrain
Manama

Syria
Damascus

Iraq
Baghdad

UAE
Dubai
Abu dhabi

Kuwait
kuwait

Jordan
Amman

Iran
Tehran

Morocco
Rabat

Algeria
Algiers

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www.dc-ls.com

For any specific enquiries you can contact: info@dc-ls.com