

Press release dated March 31, 2021

BARDEHLE PAGENBERG wins Trademark Award for Germany

BARDEHLE PAGENBERG was named the winner of the trademark award for patent and trademark firms in Germany by Managing IP at a virtual ceremony on March 30, 2021.

The team was commended for its work representing Husqvarna in a dispute that led to a ruling from the EU Court of Justice on the calculation of the five-year period for assessing the genuine use of an EU trademark when dealing with a revocation claim. The CJEU handed down its judgment in the case on December 17, 2020, resolving two questions referred by the Bundesgerichtshof (Federal Court of Justice, Germany).

During the past year, BARDEHLE PAGENBERG's trademark specialists have also advised a life sciences company on the registration of a motion mark at the EUIPO and helped Livinguard protect the brand name of its COVID-19 masks. They have also provided advice to clients including Marriott International, L'Oréal and GSK on trademark protection strategy and portfolio management.

BARDEHLE PAGENBERG has more than 240 IP practitioners in four European locations, and the firm has more than 40 years of experience in advising on IP matters. Its team has consistently been successful at the Managing IP Awards since they were launched in 2006. At the 2020 Ceremony, attorney-at-law and trademark specialist Prof. Dr. Alexander von Mühlendahl was presented with a lifetime achievement award.

Managing editor Ed Conlon said: "The Managing IP Awards are the most prestigious awards in the IP world. The past year has been particularly challenging for everyone, and all this year's winners deserve congratulations on their achievements in very difficult circumstances."



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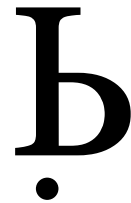
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The Managing IP Awards program is the most comprehensive and widely respected IP awards event in the world. Now in its 16th year, the program covers a wide range of IP practice areas and more than 30 jurisdictions. Read about the practice areas at ipstars.com. Each year the research analysts of the Managing IP Awards obtain information from thousands of firms, IP practitioners and their clients through interviews, email and online surveys.

Before compiling the shortlists, the researchers evaluated the work data supplied by firms and, where applicable, reviewed publicly available information such as court and IP office records. They focused on work done or concluded in the previous year, particularly looking for case studies that were of great significance to clients and/or IP law and practice. Firms or individuals can also be shortlisted based on the researcher's independent research findings.

Managing IP launched its awards program in 2006. The ceremony attracts hundreds of guests from private practice and in-house as well as prominent figures in the IP industry. It is regarded as the premier IP law firm awards event in the legal industry. In total, more than 1,000 guests attended the ceremonies in 2019 and 2020.

To view the full list of winners, watch the ceremony, and access additional information regarding the awards program, please visit [ManagingIP Awards](#).

BARDEHLE PAGENBERG combines the professional expertise of attorneys-at-law, patent attorneys, professional representatives before the European Patent Office, specialized trademark lawyers and qualified technical consultants. Our consulting services are tailored to our clients' individual needs and the specific circumstances of each case.

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