

Ufficio Stampa
Jacobacci & Partners

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Turin, November 21, 2011

PRESS FOLDER

1. Protecting the work and expressing the potential of our clients' companies
2. Over a century of solid experience and steady growth
3. A network of excellence
4. Leadership recognized by experts and clients alike
5. Qualified presence worldwide
6. J&P skills
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1. Protecting the work and expressing the potential of our clients' companies

Those operating in today's business environment know how important it is to both safeguard ongoing work and to encourage new projects. Innovation is a must in our time: the possibilities for the registration and protection of trademarks and patents open the way to a series of considerations and opportunities that cover an unlimited time span and geographical area.

Jacobacci & Partners is an international group that, on the one hand, ensures that a company's intellectual property is safe from risk and, on the other, plans for its exploitation and development with a careful analysis of the potentials.

J&P does this by offering real strategic partnerships, providing the client with a dedicated staff to work alongside it and offering the company's internal reflections the benefit of its global outlook, supported by highly specific professional skills.

2. Over a century of solid experience and steady growth

Founded in 1872 in Turin, where the first Italian Patent office had its headquarters, Jacobacci & Partners has accompanied the evolution of the market, securing a leading role for itself in industrial and intellectual property law.

From the outset, J&P has been distinguished by an extremely innovative practice that has enabled it to mature with its clients, gaining experience and steadily expanding its radius of action. Our clients are thus able to count on our enormous legacy of knowledge and a stable operating network, two characteristics that can be achieved only through slow, steady growth and constant reference to a precise plan of development.

3. A network of excellence

The results obtained by Jacobacci & Partners for its clients are the product of our specialized skills in different sectors and the commitment of our 65 professionals, all experts in legal and scientific subjects, with particular attention to innovation.

The strength of Jacobacci & Partners resides in its structure, which includes over 300 people whose experience enables the firm to carefully manage every detail with mastery and efficiency. An additional value of the company is its attention to the growth of its individuals: both the young professionals with high potential and our more experienced professionals with proven backgrounds, regularly attend training courses and seminars to maintain the highest quality standards and keep pace with the latest developments in law and technology.

Alongside its attention to internal growth, J&P consistently supports the presence of its professionals at most of the important conferences around the world (INTA, ECTA, GRUR, PTMG, MARQUES, AIPPI, FICPI). Our professionals also participate in the initiatives of the main national organizations in the sector in Italy and abroad (INDICAM, Union des Fabricants) in addition to contributing to the programming and development of courses and seminars in different disciplines.

Jacobacci & Partners believes that vocational training and education constitute an important tool for the development of intellectual property in the European Union. Accordingly, our professionals are active as lecturers in IP courses at the University level and both as Tutors and Organizers of courses and seminars relating to training of candidates for the European Qualifying Examination and for the Continued Professional Education of qualified European Patent Attorneys implemented by the European Patent Institute and by the European Patent Academy.

4. Leadership recognized by experts and clients alike

Every day, new projects add to the experience of Jacobacci & Partners. J&P manages over 80,000 patents and 100,000 trademarks for 5,000 clients of all sizes, in every sector, geographical area and production type. Our extraordinary portfolio demonstrates that J&P has faced and overcome an enormous range of challenges with unquestioned skill.

According to a recent study, over half of the 100 top brands globally have appointed J&P to handle the protection and development of their intellectual property, aware that they will receive customized consultancy and concrete proposals through a detailed analysis of opportunities and benefits.

J&P's results are widely acknowledged in the most important publications in Europe, and in the world at large. Since 1997 J&P has been prominently featured in several international magazines. J&P also has been recognized in 2007, 2008, 2009 and 2010 as the best Italian consultant on the subject of trademarks and patents in an authoritative world guide that reviews the leading consultant companies in the field of Intellectual Property.

J&P has also been ranked 1st among its peers in Italy for both trademarks and patents.

5. Qualified presence worldwide

For those concerned with the protection of trademarks and patents, the market has been global for many years. For this reason Jacobacci & Partners has always had a worldwide presence which includes a network of qualified correspondents. In this way, our clients have the certainty of obtaining IP protection in the most complete manner possible. Likewise, our worldwide network is in place to defend our client's rights in court in case of trademark infringement, patent infringement or acts of unfair competition.

J&P operates globally with a full range of services relating to the protection of industrial property rights – for private individuals, SME and multinationals – working with the entrepreneur, researcher and designer from the moment of conception/ creation of the product or service, to accompany them through its entrance on the market and, if necessary, defending our clients against charges of infringement/ imitation by competitors.

J&P has offices in Turin, Milan, Rome, Brescia, Padua, Kilometro Rosso (Bergamo), Paris, Geneva, Madrid and Alicante, where all data, files and archives are shared in a modern creative vision of corporate space: a rigorous organization but one that is positively influenced by art and design. The workspaces in J&P's offices are the result of original solutions and choices with a strong visual impact, which combine the display of important works of art with respect for the original architectural elements and functional needs of a modern structure, equipped with the most modern technology.

The specialists of J&P follow and assist their colleagues throughout the world in an effective team effort. This interaction forms the basis for J&P's worldwide recognition and for the important successes it has obtained for its clients.

6. J&P skills

- Drafting, filing, and management of national, European and PCT (Patent Cooperation Treaty), patent application in the full range of modern technological innovation including mechanics, electronics, nanotechnology, chemistry and biology. By way of example, J&P safeguards projects ranging from satellites to cruise ships, from coronary anti-stenotic drug / molecules to spinal prosthesis, from electronic circuits for cryptography to electronic circuits powering electric cars, from high voltage switcher to precision machine tools, even to the braking systems for Formula 1 race cars
- Performance of patent research and preparation of opinions of patentability
- Drafting and filing of utility models
- Surveillance of patent filings of competitors and suppliers
- Performance of research regarding interference and drafting of opinions for freedom to operate relating to the risk of infringement with respect to the rights of others
- Drafting, filing and management of models and designs at the national, Community and international level and in foreign countries
- Foreign filings of patent, models and designs
- Opinions on the safeguard of improvements and possible alternative embodiments
- Evaluation of the effectiveness of future safeguards following development of an important embodiment of an invention
- Vegetable plant varieties
- Software protection
- Protection of know-how
- Engineering designs
- Copyright protection
- Technical consultation in IP litigation - for our clients or to provide expert assistance for judicial proceedings
- Licenses and transfers of technology
- Filing, prosecution and implementation of national, Community and international trademarks
- Orientation, strategy, construction, management and coordination of trademark portfolios at the international level
- Studies and opinions of feasibility of trademark registrations
- Surveillance services
- Oppositions
- Consultation and opinions on the subject of infringement, unfair competition and anti-cybersquatting
- Anti-infringement and customs measures
- Drafting and negotiation of contracts
- Due diligence and appraisal of intellectual assets

7. The Group in numbers

55,200,000:	Consolidated revenues in Euros in 2010
300:	Employees of J&P
80%:	Percentage of women employed by the Group
36:	Average age of J&P employees
65:	Total number of professionals in the Group, of which about 50% are in the trademark area and 50% in the patent area.
235:	Total staff personnel of J&P: paralegals, secretaries, general services, accountants, IT
5,000:	J&P clients in the following representative sectors: high fashion, luxury goods, mechanics, electronics, food products, tobacco, pharmaceuticals, cosmetics, chemicals, biotechnologies, consumer goods, high tech, transportation, publishing.
100,000:	Portfolio of trademarks managed by J&P including, in 2010:
6,500:	Trademarks filed in Italy and worldwide <i>In 2007 J&P ranked 1st in Italian companies and studios operating in the sector of Intellectual Property for the number of Community trademarks registered and in fourth place in the European Union as a whole (source: World Trademark Review).</i>
5,900:	Trademarks renewed in Italy and worldwide
80,000:	Portfolio of patents managed by J&P, including, in 2010:
6,000:	Patent applications filed and Patents validated in Italy and worldwide
45,000:	Patents renewals in Italy and worldwide
9,000:	Size in square meters of the J&P offices throughout the world
1872:	Year of opening J&P Turin
1970:	Year of opening J&P Milan
1980:	Year of transformation into J&P SpA
1989:	Year of opening J&P Padua
1990:	Year of opening J&P Geneva
1994:	Year of opening J&P Madrid
1996:	Year of opening J&P Alicante
2000:	Year of opening J&P Rome
2003:	Year of opening J&P Brescia and acquisition of Manzoni & Manzoni
2008:	Year of acquisition of Finpatent company
2009:	Year of opening J&P Kilometro Rosso (Bergamo)
2010:	Year of opening J&P Paris