

None Torinese

Milano

Genova



// Via Sestriere 100, 10060 None Torinese (TO), Italy  
Tel. +39 011 9904174 - Fax +39 011 9904182

// Foro Buonaparte, 51 - 20121 Milano, Italy  
Tel. +39 02 36720300 - Fax +39 02 36720301

// Via Palestro, 5 - 16122 Genova, Italy  
Tel. +39 010 8196592 - Fax +39 010 8601055

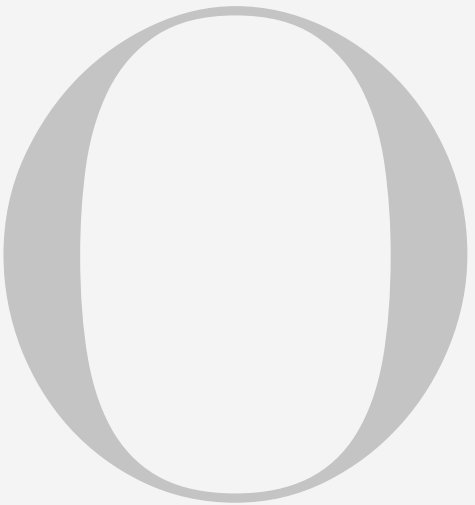


**Metroconsult**

DEFENDING CREATIVITY WITH TAILORED PROTECTION

# HI HISTORY

OFFICES



*Defend your creativity  
with tailored protection.*

// [www.metroconsult.it](http://www.metroconsult.it) - [info@metroconsult.it](mailto:info@metroconsult.it)

Founded in 1987, Metroconsult is a consulting firm specializing in support for its clients by protecting and exploiting all aspects of their Intellectual Property Rights (IPRs). Metroconsult believes that IPRs are critical assets that must be protected and maximized in value. With its dedicated team of IP professionals, the company offers high quality, worldwide services. These services include filing, prosecution, granting, oppositions of patents, trademarks, copyrights, design and domain names. Metroconsult's goal is to provide complete and tailored assistance to its clients, such services based on confidentiality and professionalism.

*Metroconsult's team of professionals is committed to finding the best solution to protect and maximize the value of its clients' innovative technology.*

#### ◆ PATENTS AND UTILITY MODELS

We protect our clients' inventions through patents and utility models. We perform prior art searches and we take care of the filing and prosecution of our clients' applications with the Italian and with foreign Patent Offices. We also assist our clients in maintaining and renewing their applications and patents/utility models. Metroconsult's professionals are members of the Italian Industrial Property Consultant Institute and registered Patent Attorneys before the European Patent Office (EPO).

#### ◆ TRADEMARKS, DESIGN AND DOMAIN NAMES

Corporate identity requires effective protection. We assist our clients in their preliminary availability searches, file application for their distinctive signs and follow all registration procedures. We file oppositions against third party's trademark applications and domain names which violate our clients' corporate image. Product design has also become a critical tool for market competition and therefore it deserves legal protection. We assist clients in maintaining and renewing their rights at both the national and international level. Metroconsult's professionals are registered Trademark and Design attorneys before the Office for Harmonization in the Internal Market (OHIM).

#### ◆ SOFTWARE AND COPYRIGHT

We provide protection for published and unpublished literary, musical and artistic works and for creative design products. We have significant experience in the protection of software and databases.

#### ◆ MARKET SURVEILLANCE

In collaboration with IP rights owners, we monitor national and international markets to prevent counterfeiting of our clients' rights.

#### ◆ LEGAL CONSULTANCY

We assist our clients in enforcing their IP rights through opposition procedures, anti-counterfeiting actions, and through requests for preliminary injunctions at Customs. We rely on a trustworthy, worldwide network of local correspondents who assist our clients in judicial and non-judicial controversies. We support our clients in drafting, negotiating and revising assignment and licensing agreements and work for the economic valorization of their IP rights.

#### ◆ IP VALUATION

From its beginning as a simple tool for the protection of ideas, Intellectual Property has become an important asset for a company's economic growth and business development. We support our clients in IP valuation and in finding the best strategy, based on the value of trademarks, design or patents, which facilitates an economic return to the company, in addition to maintaining its competitiveness and image.



For further details regarding our services, please consult our website and contact one of our offices!