

## Most Trusted IP Law Firm of the Year - Germany

# engel patentanwaltskanzlei

### Tell us about engel patentanwaltskanzlei, your clients and the services you offer?

Patent law firm engel patentanwaltskanzlei (engel) is clearly focused on the field of Intellectual Property. We have been orientating our way of working and structure towards the needs of medium-sized, and emergent, innovation oriented enterprises. We support these enterprises with regard to the acquisition, enforcement and defense of patents, trademarks and designs.

### How does it feel to have been named Most Trusted IP Law Firm of the Year and to what do you most owe this success?

We are very pleased that the quality of our work has been appreciated by awarding this internationally known prize. It makes us feel confident that high-quality services even of smaller law firms are taken into consideration. First and foremost, we owe this success to the continuously engaged and competent work of each of our employees. Finally, the creative ideas of these individuals are essential for successful counselling of our clients, which is almost independent of the size of a law firm.

### How important do you believe awards like this to be, both to individual businesses like engel patentanwaltskanzlei and to your wider industry?

On short notice, the quality of legal services can hardly be evaluated by the clients. Success or failure especially in court proceedings only act as one of a variety of indicators for a long-term and high-quality counselling service. Thus, a main indication for excellent attorney services is the satisfaction of each single client, who is best able to evaluate, whether his attorney's services have been useful and worthwhile for him. A recognized prize such as the IP AWARD transforms this satisfaction of single clients into a comprehensible form for third persons. Especially in a field where contents of previous services can hardly be published, such an award can help enterprises to find adequate counsellors for their special demands. Of course, this IP AWARD is also a good instrument for ep's future public relations work.

### What areas have you focused on and what challenges have you overcome to be named Most Trusted IP Law Firm of the Year?

engel is convinced that a main precondition for successful handling of patent law cases is an excellent technical understanding, both when formulating the patent application as well as for the upcoming enforcement/defense of the patent. engel's patent attorneys bring along these skills on the basis of their university engineering education. Moreover, profound legal knowledge is required for infringement proceedings, which we are offered by our in-house specialists and our willingness to collaborate with external litigators.

### Tell us about engel patentanwaltskanzlei's overriding philosophy when it comes to your clients. What do you see as the most relevant and vital areas to focus on when it comes to providing the best possible service?

engel wants to support medium-sized, and emergent, innovative enterprises in protecting their intellectual property. For this, we bear these enterprises' capacities in mind. For this purpose, worthwhile technical innovations need to be patented, a coordinated trademark strategy needs to be pursued and unnecessary litigations need to be avoided. At the same time, legal positions need to be asserted even in court proceedings, if an amicable arrangement cannot be reached. For engel it has always top priority to find an efficient solution for the client's legal problems –

because enterprises want to be successful with entering the market with new products and ideas.

### What should clients be looking for when seeking a law firm and how does engel patentanwaltskanzlei go about meeting these requirements?

We use to advise our clients to check in preparation of placing an order whether the focusing of an enterprise and of a counselor go well together. Do you need a law firm to fight with maximum personal capacity against an overpowering opponent? Or do you rather create an adequate portfolio of intellectual property rights suitable for the enterprise? Does the counselor understand not only the legal situation of the enterprise, but also its position in the market and – especially for the field of patents – its innovations? Often, a detailed personal consultation can already provide the right answers on such questions after the first conversation.

### Tell us about the culture within engel patentanwaltskanzlei and the things you do to maintain and develop it. How does it influence your interactions with and results achieved for your clients?

It is important for engel to consider the aforementioned aspects in the long run and to continuously keep the focus of work stable over years. This includes also the continuous qualification of the employees and the cautious development of the human resources – in this regard it is clear for us that quality is above quantity. Likewise, we attach great importance to the creation of an open way of conversation with our clients.

### What sets engel patentanwaltskanzlei apart from your competitors and peers and how do you use this differentiation to your advantage?

engel has found its position and way of working and combines a technically high quality of work - which does not need to shy away from comparisons with bigger law firms - with the flexibility and way of communication of a rather small enterprise. Therefore, we can continuously offer our target audience IP counselling over many years, independent of any current questions, respectively.

### What have been the most prevalent trends in your industry over the past 12 months?

After a phase of increasing concentration of big law firms having dozens or hundreds of attorneys it is noticeable that the negative effects of such concentrations (huge administrative efforts, mandate conflicts, lack of stability due to split-offs of whole teams) can easily predominate the advantages. We find that – at least in Germany – there is an increasing orientation towards medium structures, by which our own strategy is confirmed.

### What developments or changes do you see having the biggest impact on your business and industry over the coming year and where do you think the biggest opportunities – and challenges – will lie?

At the same time, the conflict points between enterprises in the field of industry are growing. Legal front lines are passing between big and small enterprises and increasingly in global competition, too. For IP counsellors it will be very important in future to maintain a good network with colleagues in other countries to be able to support the medium-sized clients even with their transnational problems. The development of appropriate collaborations can lead to an expansion of own competences and even out possible remaining structural disadvantages towards big internationally established law firms.

## Fact File



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