



Tax Optimized IP

**ONLY LAW FIRM TO
COMPETE DIRECTLY
WITH THE BIG 4**

**FROM IP OWNERSHIP
STRATEGY TO
TRANSFER PRICING**

**400+ IP AND 900+
TAX PRACTITIONERS
GLOBALLY**

WHAT WE DO

TRANSFER PRICING

We provide transfer pricing analysis of IP licenses, transfers and other IP-related intra-group relationships, using inhouse legal and economist expertise.

TRANSACTIONS

We act on tax-driven IP restructurings, acquisitions, disposals and migrations.

STRUCTURING

We advise on IP/tax strategy and structures, looking around corners to closely monitor the rapidly evolving tax landscape to identify what that means for your business.

VALUATION

We value intangibles for a variety of purposes citing our unique inhouse economist capabilities.

WHY WE ARE DIFFERENT

Quality

We are consistently rated as one of the top IP and tax practices globally. We have the right resources where you need them.

Integration

Our tax practice is integrated with our transactional IP lawyers, ensuring that we spot and address the tax issues across 47 countries

End to End Advice

Unlike accounting firms, our tax team can represent clients in all phases of tax matters, leveraging our IP and tax lawyers, economists and advisers.

Implementation

We excel at taking tax planning from concept to practice, using our multi-disciplinary teams in IP, tax and corporate reorganization.

ASK US ABOUT...

Global Tax Dispute Resolution Guide • Global Tax Transactions Guide • Global Transfer Pricing
Available at <http://taxshare.bakermckenzie.com/>

Also visit <https://globalipsuite.bakermckenzie.com> to learn more about other value added offerings

EXTENSIVE EXPERIENCE OF THE WORLD'S MOST ADVANCED TAX STRUCTURING FOR IP

WE ADVISE ACROSS GLOBAL TAX POLICY, TRANSFER PRICING, INDIRECT TAXES, DISPUTE RESOLUTION AND WEALTH MANAGEMENT MATTERS

THE WORLD'S LARGEST FULL-SERVICE IP AND LEGAL TAX PRACTICES

The firm is lauded by clients for its "very extensive and highly qualified network." Another source notes, "As a truly global firm, it is very easy to do international work with them." CHAMBERS CLIENT TESTIMONIAL

"They combine strong business understanding with tax technical expertise which leads to robust though practical solutions that are always delivered on time." CHAMBERS GLOBAL

Baker McKenzie is "ahead of other international IP firms in providing truly robust global portfolio management solutions" and can "assemble a team appropriate to the individual case." LEGAL 500



Chambers Global



Chambers Global



Managing IP



IAM Patent & World
Trademark Review

Advised a real estate company regarding the development and implementation of a blockchain system to provide online trust customer services, including regulatory compliance and covered contractual, tax, technology and trade secrets issues.

Assisted a global supplier of infrastructure semiconductor solutions with a global migration of all their IP rights from an overseas territory to AP, involving aspects of IP valuation, an audit of global IP rights, and advice on legal ownership for tax and IP purposes.

Advised an internet software and services company with innovative IP on global tax planning and IP migration matters.

Assisted a leading luxury fashion company undertake a major internal reorganization from a tax and IP perspective, advising on structure and amending and restating a complex web of licenses and other agreements.

Developed strategy and provided advice and legal opinion to one of the world's largest beverage companies regarding their largest tax assessment on intercompany royalties, spanning several years of work and influencing investment decisions in another country.

Advised one of the world's largest providers of connected healthcare solutions in relation to a range of strategic IP creation and commercialization and tax and supply chain matters.

Advised a Fortune 500 agrochemical and agricultural biotech company in a strategic review of its licensing structure and intercompany arrangements for payments of royalties.

Assisted one of the world's largest music publishers on the reorganization of its patent and IP ownership structure in relation to its M&A activities in overseas countries, which included both IP and tax analysis, advice related to ownership structure and necessary IP license agreements.

For General Inquiries contact: GIPBDM@BakerMcKenzie.com For more information: www.bakermckenzie.com/ip