



Attorneys and Counsellors at Law

LORENZ & KOLLEGEN

Patents | Trademarks | Designs | Intellectual Property Law

Attorneys and Counsellors at Law

Professional Representation at the German Patent and Trademark Office,
the European Patent Office and the Office for Harmonization in the Internal Market (OHIM)



Patents Trademarks Protection and Registration
of names Copyright Designs Licensing Competition
Unlawful Competition Contract Negotiations
Litigation Trade Secrets Franchising Antitrust Law

FIRM

LORENZ & KOLLEGEN specialize in the practice of Intellectual Property Law and other areas of law relating to:

- » Patents
- » Trademarks
- » Protection and Registration of names
- » Copyright
- » Designs
- » Licensing
- » Competition
- » Unlawful Competition
- » Contract Negotiations
- » Litigation
- » Trade Secrets
- » Franchising
- » Antitrust Law

In the above areas, the attorneys of **LORENZ & KOLLEGEN** serve a wide range of national and international clients which include individuals as well as multi-national corporations. The qualified German and European Patent and Trademark Attorneys and Attorneys at Law of the firm represent clients before the German Patent and Trademark Office, the European Patent Office, the Federal Patent Court, the International Bureau of WIPO and the Office for Harmonization in the Internal Market (OHIM).

The firm also serves as counsel to other law firms all over the world with its extensive experience of almost 25 years in preparing and prosecuting German, European and International patents and trademarks, designs and copyright matters in Germany and abroad as well as in litigation, licensing, negotiating of technology transfer, joint venture, distribution, know how agreements and other business agreements, both national and international.

The firm was founded in 1976 by Werner Lorenz in Heidenheim in the southern part of Germany, in the heart of a booming industrial region. Heidenheim is within an hour's drive by car from the Bavarian capital of Munich where the German Patent and Trademark Office and the European Patent Office are located.

Although initially being a relatively small firm, the firm has since prospered representing major national and international clients and approximately 30 % to 50 % of all cases handled by the firm originate from abroad. The firm is responsible for an increasing number of European Patent applications and national proceedings following the grant of European and International Patents or International Trademark Registrations.

In 1989 this development led to the establishment of the partnership with the British Patent and Law Office of R. John Gordon in London.

To service the increasing number of clients as well as the fast increasing demand in legal advice, Prof. Dr. jur. Jürgen Strauss, Attorney at Law, and Mrs. Elke Strauss, Attorney at Law, joined the firm in January 1999 and, at the same time, the name of the firm was changed to Lorenz & Kollegen.

In a world which is constantly changing, the key factor in staying ahead is innovation. The creation of **LORENZ & KOLLEGEN** is, we believe, an innovative step which gives us a strong foundation from which to meet the challenges of change and move boldly forward in this new millennium.

SERVICES & FACILITIES

The partners and associates of **LORENZ & KOLLEGEN** have educational background and practical experience in a wide range of technology and science as well as in the protection, enforcement, marketing and licensing of Intellectual Property Rights.

Their business also integrates civil litigation, ranging from appeals of decisions in Patent and Trademark offices to commercial litigation relating to Intellectual Property Law. In representing clients such as a worldwide leading German automobile manufacturer, the firm has handled numerous cases of significance for Law and Technology.

LORENZ & KOLLEGEN uses extensive state-of-the-art capabilities. A comprehensive data processing system, an in-house legal and technical library as well as modern and effective management enables **LORENZ & KOLLEGEN** to provide their domestic and international clients with efficient, excellent and prompt services at very competitive rates. Charges for technical services are determined strictly according to the actual time spent on a specific matter.

PATENTS AND UTILITY MODELS

From the inception, **LORENZ & KOLLEGEN** has been involved in the patenting of significant technological developments over a wide range of industries. Its services relating to patents and utility models include:

- » Computer novelty searches through in-house terminals;
- » preparing, filing and prosecution of German, European and International Patent applications;
- » opposition matters;
- » prompt, up-to-date status reports;
- » fast and thorough domestic and international legal research;
- » payment of annuities;
- » translations;
- » reviewing and drafting of license agreements for patents and know-how.

Since the attorneys and associates of **LORENZ & KOLLEGEN** work in association with physicists as well as chemical, electronic, electrical and mechanical experts and professional organizations in Germany and other European countries, **LORENZ & KOLLEGEN** is competent to handle difficult cases in most technical fields.

TRADEMARKS

LORENZ & KOLLEGEN assists many domestic and international operating companies in determining the optimum strategy for obtaining protection of their trademarks by providing:

- » trademark searches of national and international databases;
- » help in selecting and registering brand names for products and services;
- » worldwide surveillance services of foreign and domestic trademarks that may conflict with a client's existing trademarks;
- » filing trademark oppositions, cancellations and infringement proceedings against similar trademarks;
- » licensing of trademarks.

DESIGNS & COPYRIGHT

LORENZ & KOLLEGEN assists with protecting new designs and registration of literary and entertainment works by copyright.

The firm is also active in protecting computer software by copyright registration of programs and patenting the program's application to industry.

LORENZ & KOLLEGEN will be pleased to provide additional detailed information about the firm's services and charges on request.

THE TEAM



DR. WERNER LORENZ

FOUNDER

Dr. Werner Lorenz is a German Patent Attorney and a European Patent, Trademark and Design Attorney.

He received a diploma in Mechanical Engineering from the Technical University of Munich and became a qualified mechanical engineer before entering the profession. He has gained a broad knowledge of intellectual property requirements for industries in working for the patent department of a large and international operating German group and being appointed as its Vice-Director.

He completed his doctorate on "Product recycling and legal protection of industrial property in the engineering field".

Before establishing his own firm, Werner Lorenz worked at the German Patent and Trademark Office for one year, in consequence he has established continuing good contacts with examiners at the German Patent and Trademark Office and the European Patent Office. With more than 30 years of experience in handling and prosecuting patent, trademark and design applications and litigation in patent cases, as well as being an active member of the German Patent Attorney Society and of numerous international organizations, inter alia AIPPI, LES, FICPI, GRUR, the American Chamber of Commerce (ACC), the German-Japanese Lawyer Club (DJJV) and the European Consultants Unit in Germany where he is a staff member of the "Conseil D'Honneur", Dr. Werner Lorenz has earned his reputation as an expert in the advancement of German as well as International Patent Law.

Dr. Werner Lorenz is the author of numerous articles and publications in the field of Intellectual Property Law. He is a lecturer in national and international Patent, Trademark and Design Patent Law at the University of Applied Sciences in Aalen and other universities.



MARKUS LORENZ

PARTNER

Markus Lorenz is a German Patent Attorney and a European Patent, Trademark and Design Attorney. He studied Business and Engineering as well as Protection of Industrial Property Rights in Aalen and Hagen and gained practical experience in the construction and planning of paper machines in a German company producing paper machines. He completed his degree dissertation on "The significance and possibilities of protective rights for companies".

In 1997 he joined Lorenz & Kollegen. Markus Lorenz focuses his practice on German, European and International Patent and Trademark law, Utility models and Design patents as well as research work, trademark oppositions and license agreements.

Markus Lorenz is also a lecturer in Industrial Property Protection at the Cooperative State University Heidenheim.



SVEN FREY

PARTNER

Sven Frey is a German Patent Attorney and a European Trademark and Design Attorney. He graduated from the University of Ulm with a degree in Computer Sciences majoring in Distributed Systems and with Business Management as a minor. He completed his degree dissertation on "Patent Coverage of Software - Analysis, actual Court Decisions and Realization".

In 2001 he joined **LORENZ & KOLLEGEN**, where he is responsible for the protection of hard- and software inventions as well as general electrical engineering, power electronics and power engineering, automation and control systems.



KLAUS P. RAUNECKER

PARTNER

Klaus P. Raunecker is a German Patent Attorney and a European Patent, Trademark and Design Attorney. He graduated from the University of Ulm with a degree in Physics focusing on Semiconductor Physics and Optical Electronics, in particular Fiber Optic Sensors and their use in Spectrography. After two years as a Software Engineer at EADS, he worked from 2000 to 2005 in the Intellectual Property Management department of DaimlerChrysler, where he started as the head of the department's right hand-man.

He joined **LORENZ & KOLLEGEN** in 2005, where he is responsible for the protection of inventions concerning physics, in particular optics and electronics.

Klaus P. Raunecker is also a lecturer in Patent Law at the Cooperative State University Heidenheim.



WOLFGANG SCHMID

PARTNER

Wolfgang Schmid is a German Patent Attorney and a European Patent, Trademark and Design Attorney. He studied Mechanical Engineering with the main emphasis on Production Engineering, Casting and Recasting Technology and Electronic Data Processing and protection of industrial property rights in Aalen and Hagen. He completed the research for his degree dissertation on Robot Technology and improved his language skills in Dublin, Ireland. Afterwards he worked as a Design Engineer in the Electrical Engineering Industry.

In 1996 he joined Lorenz & Kollegen. With his wide range of technical knowledge due to both, his studies of Mechanical Engineering and his additional profession as a toolmaker, he specializes in national and international patent applications, translations and prosecution activities.

Wolfgang Schmid is also a lecturer in Industrial Property Protection at the University of Applied Sciences in Aalen.



ELKE E. STRAUSS

Elke E. Strauß studied law at the University of Bayreuth (in combination with business studies) and continued her studies at the University of Tübingen, where she passed both examinations successfully and received her law degrees.

After working for one year with a small law firm in Tübingen, she joined a mid-size law firm in Stuttgart. In 1996 Mrs. Strauß founded her own practice. Finally in 1999 her law firm merged with the patent law firm Lorenz & Gordon in Heidenheim, building up the Law and Patent Firm **LORENZ & KOLLEGEN**.

Elke E. Strauß is admitted to appear as a representative at every regional and district court of Germany and at the European Court of Justice as well as at the German Patent and Trademark Office and the Federal Court for Patents and Trademarks (Bundespatentgericht).

She is a member of the German Bar Association, the German Association of Attorneys at Law and the German Association for the legal protection of intellectual and industrial properties and copyrights.



PROF. DR. JÜRGEN STRAUSS

Prof. Dr. Jürgen Strauß studied law at the University of Regensburg and the University of Tübingen. He graduated from the University of Tübingen. At the University of Aix-en-Provence/Marseille, France he pursued studies in International Law for one year, graduating as maître en droit. From the University of Tübingen he received the degree "doctor juris".

Prof. Dr. Jürgen Strauß is admitted to appear as a representative at every regional and district court of Germany and at the European Court of Justice.

He is a member of the German Bar Association, the German Association for the legal protection of intellectual and industrial properties and copyrights and the German-French Lawyer's Association.

Since 1998 he has been giving classes in Business Law at the University of Applied Sciences in Aalen.

NEWS

LORENZ & KOLLEGEN will be opening a branch office in Munich soon, thereby combining the advantages of a location in Munich with the well-known advantages of the office in Heidenheim. Iris-Anne Markfort will be running the new office of **LORENZ & KOLLEGEN** in Munich.

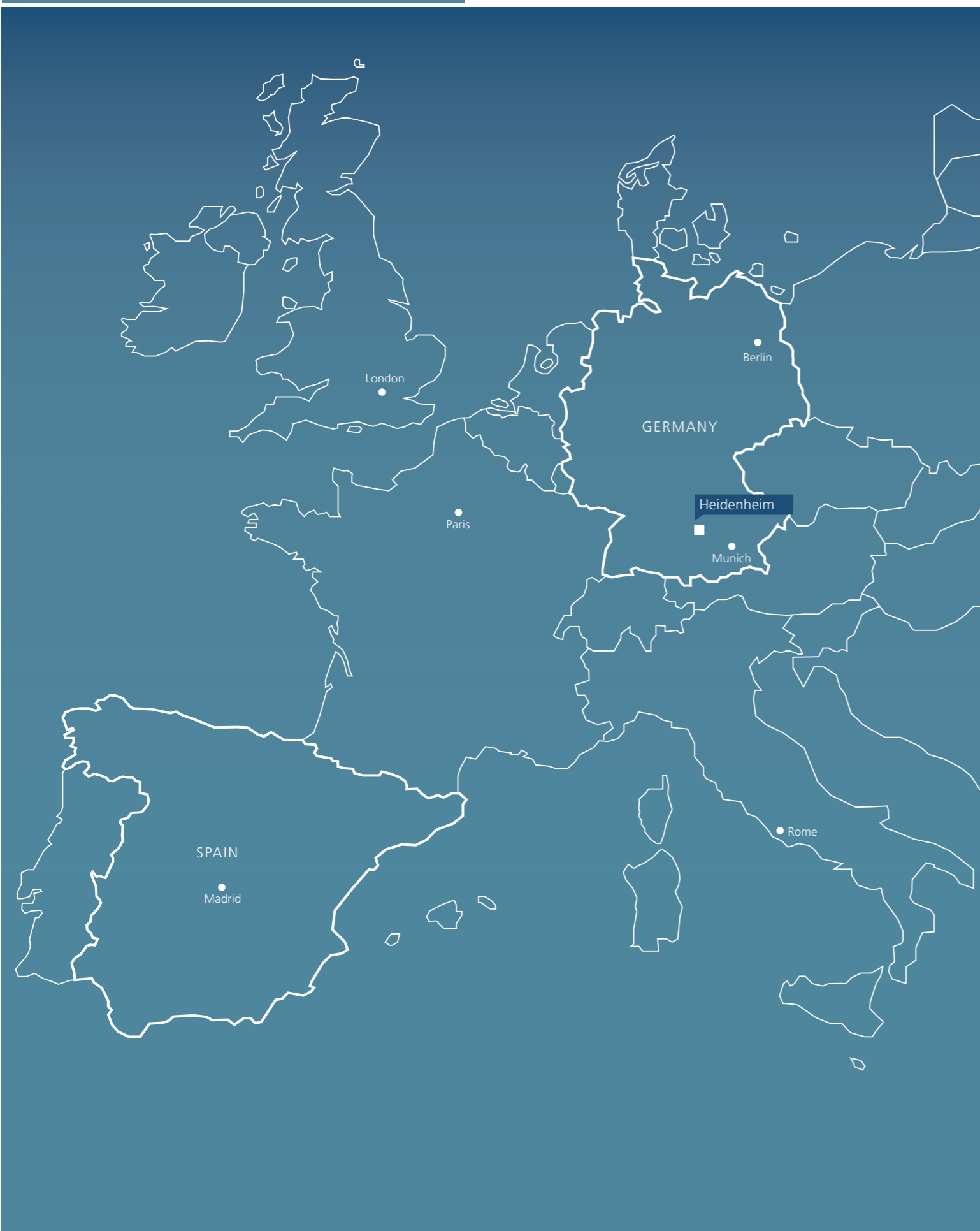


IRIS-ANNE MARKFORT

OFFICE MUNICH

Iris-Anne Markfort studied mechanical engineering at the Technical University of Munich, graduating in 2006. Her studies focused on the fields of production engineering, product development and automotive engineering. During her studies she was employed by BMW where she worked in the field of the development of new joining technologies. She also was an inventor of several patents.

Mrs. Markfort commenced her legal and practical training in 2006 at a well-known IP firm in Munich. After having qualified as a registered German Patent and Trademark Attorney as well as a European Patent Attorney in 2010 she joined the firm of **LORENZ & KOLLEGEN**. Her work focuses on prosecuting patents and utility models as well as on handling opposition and appeal proceedings before the German Patent and Trademark Office, the Federal German Patent Court and the European Patent Office, especially in the technical fields of mechanical engineering, automotive and medical technology.



LOCATION

LORENZ & KOLLEGEN

Alte Ulmer Str. 2
89522 Heidenheim
Germany

Phone: +49 (0)7321 9595-0

Fax: +49 (0)7321 9595-35

office@lorenz-kollegen.com

www.lorenz-kollegen.com

CLOSE TO EUROPEAN AND GERMAN PATENT OFFICES

GERMAN PATENT AND TRADEMARK OFFICE

Zweibrückenstr. 12
80331 München

EUROPEAN PATENT OFFICE

Erhardtstr. 27
80298 München

LORENZ & KOLLEGEN

Alte Ulmer Str. 2 | 89522 Heidenheim | Germany

Phone: +49 (0)7321 9595-0 | Fax: +49 (0)7321 9595-35

office@lorenz-kollegen.com | www.lorenz-kollegen.com