



# ROUSE

AFRICA

[www.rouseafrika.com](http://www.rouseafrika.com)



# About Rouse

Rouse was established in the UK in 1990, and is recognised as a global intellectual property (IP) leader operating as a closely integrated network with more than 600 people working out of 16 offices in 13 countries.

We focus exclusively on IP, from patents and trade marks through to domain names, copyright, designs and geographical indications. And we're experts in providing services for each stage of their life cycle.

We have a deep understanding of all jurisdictions around the world and a strong focus on more challenging markets such as Africa, Asia, the Middle East and Russia.

Most importantly, we're passionate about IP and enjoy working with clients who share that passion.

We put clients at the heart of our business and build long standing relationships. From large multinationals that want our scale, quality and professionalism, to start ups that value our entrepreneurial spirit, the companies we work with come from a broad range of sectors with diverse business interests and needs.





## Rouse in Africa

With a population of over one billion people, vast natural resources and enormous untapped growth potential, Africa is an increasingly attractive commercial destination for overseas businesses and investors.

We've got more than eight years' experience on the continent and a comprehensive network of Intellectual Property associates in every jurisdiction, so we're perfectly placed to help you obtain and protect your IP rights in all African countries and surrounding islands.

Our dedicated Africa team is made up of 14 experts based at our regional headquarters in Cape Town and our additional office in Namibia. Between them they have unrivalled experience of handling IP in Africa.

By combining this strong local presence with our substantial global resources and our commitment to quality, we can offer you a truly unique service whatever your requirements.

Our network of IP associates covers all the major commercial centres of Algeria, Angola, Cameroon, Egypt, Nigeria, Uganda and Zimbabwe.

Our office in Namibia handles the filing of patent and trade mark applications directly in countries covered by the African Regional Intellectual Property Organisation (ARIPO), while those mostly French-speaking countries covered by the Organisation Africaine de la Propriété Intellectuelle (OAPI) are managed through our reliable local IP associates.





## Our Services

### A comprehensive and proactive IP strategy is critical in Africa.

We can work with you to develop and implement this, tailoring our service to your needs and helping you balance your business objectives with the practical requirements of managing IP in different countries.

We are IP specialists and can provide you with services at every stage of the IP lifecycle. Whatever you need, whether it's patent or trade mark filing, renewal, enforcement or prosecution, portfolio management or support for copyright or anti-counterfeiting issues, we can help.

### Trade Marks

We have extensive experience in all aspects of trade mark filing and prosecution in Africa, we also advise on trade mark strategy for the largest companies in the world across the automotive, financial services and electronics sectors amongst others.

We handle African trade mark registrations in individual African countries, as well as regional filing systems such as OAPI and ARIPO.

Our services include searches, legal opinions, filing and prosecution, renewals, trade mark portfolio management, enforcement and investigations

into the likelihood of infringement. The team also handles related IP services, including copyright and anti-counterfeiting matters.

### Domain Names

We handle all aspects of domain name registrations, renewals and disputes in African countries for a wide range of international clients.

### Designs

We also assist clients in protecting their designs in Africa; filing registered designs, industrial designs and utility model applications, as well as handling records and renewals.



## Patents

If you're looking for the stability and security of international experience combined with unrivalled local expertise, we're the 'go to' firm in Africa when it comes to patent filing and prosecution, as well as advice on patent strategy.

We look after patent issues for a number of international organisations from the online technology, pharmaceutical/ biotech, and other sectors, and can handle applications in individual or group of countries through filing arrangements such as OAPI and ARIPO.

Our services include searches, legal opinions, filing and prosecution, renewals, patent portfolio management, enforcement, drafting licence agreements and recording licences.

## Why we are different

- Rouse Africa is part of our vision to be a global IP firm, but also a firm that has local presence and is immersed in the local economy. No other international IP firm has their own offices with their own people in Africa.
- Rouse is experienced in working in complex, emerging markets- it's what we do and working with Von Seidels means we'll be on the ground in the key jurisdictions there, not just working regionally from South Africa.
- Von Seidels is very experienced in providing IP services in Africa directly and this expertise combined with the international scale of Rouse is a great partnership.
- We will ensure that our high international standards around transparency are retained and above all we won't hide from the issues- there's no 'brown envelope' to get results.
- High service levels and excellent responsiveness are what both firms are known for and we will continue to maintain these important elements of our service in these new offices.





## Contact us

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