

michaelkyprianou  
— Advocates - Legal Consultants



# Intellectual Property

Trust a partner  
renowned for its  
integrity and excellence

***"Michael Kyprianou & Co. LLC has an active team that routinely works with the World Patent & Trademark Law Office, Com Laude and Inspicos European Patent Attorneys."***

Legal 500



So many opportunities in the current digital era depend on protecting your Intellectual Property Rights (IPR), including trademarks, patents, and domain names. Registering, developing and protecting your company's IPR and assets can often be a difficult task.

Whether you want to protect your technological inventions or ensure that your goods or services stand out from those of your competitors, there are always straightforward solutions to achieve the utmost protection possible.

Our specialist Intellectual Property team is always available to guide and advise you in understanding your position and going through the necessary steps to protect your IPR.

We advise and represent clients before national and international regulators including the Cypriot Intellectual Property Office, the European Intellectual Property office (EUIPO), the European Patent Office (EPO) and the World Intellectual Property Office (WIPO). Our presence in 6 jurisdictions and strong network of international firms means we can help you protect your IPR across the globe. Our team is geared to meet your demands.

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## Trademarks

Trademarks are a smart tool used to distinguish a product or a service from the plurality the market offers. As such they should be protected, managed and valued as a highlight of your IP Portfolio.



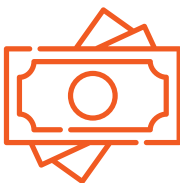
## Patents

Patent protection becomes increasingly vital to innovative businesses and companies making the case for engaging with experienced counsel on patent representation. Our current clients for patent-related matters include domestic and international organisations, varying in size, who operate in a variety of industries.



## Domains

The team's practice also includes advising on internet and domain names, internet-based trademarks and domain name disputes.



## Anti - Counterfeiting

The wide-spread increase in counterfeiting is nowadays an imminent threat to businesses across the globe. The potentially damaging effects of counterfeit and pirated goods can be seen even after having taken the necessary measures to register and protect the IP assets. Our team can help you protect your company's brand, products and reputation and fight counterfeiting.

# Why Cyprus



## General

Cyprus is strategically situated at the crossroads of Europe, the Middle East, North Africa and Asia. As such, Cyprus is becoming an even more important regional business centre, as well as an international communication and transport hub. Cyprus is also a signatory to all major IP treaties and protocols afforded to EU Member States.

## Tax incentives

Cyprus is a key European business hub, and there is an increasing amount of inward investment involving intellectual property rights. Under the Cyprus IP regime, 80% of the qualifying profits generated from the qualifying assets (i.e. patents, copyrighted software programs) is deemed to be a tax deductible expense for qualifying taxpayers; These include Cyprus tax resident taxpayers, tax resident Permanent Establishments (PEs) of non-tax resident persons as well as foreign PEs that are subject to tax in Cyprus. This is coupled with a corporate tax rate of 12.5%, that can result in an effective tax rate of 2.5%.

## Digitalisation

Digitalisation of services offered by the Intellectual and Industrial designs sector of the Department of the Registrar of Companies and the official Receiver include a new webpage of electronic services, an Electronic trademark registry, Electronic publication registry and Electronic submission of Trademark applications. These forward driven changes will make the whole process faster.

## How can we help

Protect	Manage	Enforce
Registration of Trademarks	Licensing of IPR	Prosecution for criminal sanctions
Registration of Domain Names	Transfer & Assignment of IPR	Counterfeiting and passing-off actions
Registration of National & International Patents	Renewals of expiring IPR	Oppositions & Cancellations (including defending actions)
Validation of European Patents	Structuring for tax purposes	Out of Court settlements

## Some of our clients

- ✓ International Retail Brands
- ✓ Global Pharmaceutical Companies
- ✓ International Law Firms
- ✓ International Domain Name Managers

**MORE  
THAN**

**110**  
TRADEMARK  
CASES

**140**  
PATENTS

**HANDLED IN THE  
LAST THREE YEARS**

# Key Contacts



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