

# PROTECTING YOUR BRAND AROUND THE GLOBE

IN THE WORLD OF BUSINESS, YOUR IDEAS ARE YOUR IDENTITY.  
YOUR SUCCESS LIES IN THE CREATION AND PROTECTION OF NEW IDEAS.

Continental Enterprises (CE) is an intellectual property consulting firm that takes a novel and aggressive approach to brand protection and infringement issues. We understand that traditional litigation-focused strategies are not always a practical solution. By contrast, we employ a wide range of investigative, licensing and enforcement services to protect you and your interests domestically and around the world.

## THE WAY IT WORKS

We view counterfeiting and infringement issues as business problems that call for creative and cost-effective business solutions. Because CE is not a law firm, we focus more on the bottom line. Our services are highly personalized and your individual needs shape our strategy. Whether implementing targeted solutions or developing a comprehensive long term program, we aggressively pursue domestic and foreign infringers on your behalf.

Continental Enterprises excels at providing effective solutions for seemingly intractable problems. Asymmetrical warfare is at the heart of the non-traditional strategies we use to combat infringers domestically and abroad. This empowers CE to protect your IP around the globe and bring foreign violations within the jurisdiction of U.S. and international legal systems. Success in this area depends upon an intuitive understanding of the interplay between licensing, marketing and enforcement.

The ability to remain nimble in the face of new challenges is essential. With Continental Enterprises you retain complete control of your IP protection programs and engage

our services only to the extent needed. Changing conditions require immediate and creative responses and our programs can reflect the needs of our clients almost instantaneously. Flexibility, discernment and innovation can maximize the value of your intellectual property and bring success to your licensing efforts.

## THE REASON IT WORKS

Our investigators work under one roof with our in-house attorneys, bringing a keen legal perspective to the gathering and documentation of evidence. As a result our clients have the strongest body of evidence at the negotiating table and in the courtroom. This is the key to maximizing asset recovery.

Each of our staff reflects the energetic, thoughtful and innovative approach that has brought Continental Enterprises success for almost twenty years. Every member of our team is committed to the success of our clients' brands and the defeat of those that seek to steal their valuable intellectual property.

“OUR NUMBER ONE  
GOAL IS TO ENSURE  
THAT THOSE WHO  
ATTEMPT TO STEAL  
FROM OUR CLIENTS  
ARE LEFT TO WONDER  
WHEN, WHERE  
AND HOW WE WILL  
STRIKE NEXT.”



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