

Reyada International®

Trademarks & Patents Counselors

www.reyada-ip.com

Overview

Reyada International (formerly, *Reyada Intellectual Property*) is an Intellectual Property & Law Firm doing business in Egypt with liaison offices in UAE, Jordan, Iran, and Yemen; established on May 1st, 2010 as a sole property firm in Egypt. The founder & Managing Director is Mr. Hesham R. Mahmoud, registered TM & Patent's agent in Egypt; Economist, Master's of Economics and Political Sciences (ESPS), Alexandria University – Egypt.

Reyada International is an upwards business growing firm; whereas in around 14 years (i.e., 2010-present) has proven to gain the valuable satisfaction and trust of its esteemed clients all over the world. Its monthly client's rate has reached 3-5 new clients per month.

Location

Premises: Valore Antoniadis, Tower O, Floor 11, Smouha Avenue, Alexandria
Mailing: P.O. Box 10 El Saraya 21411, Alexandria, Egypt.

T: 002- 01001563300 | L: 002- 03 4224311 | E: contact@reyada-ip.net | W: www.reyada-ip.com



<http://www.facebook.com/reyada.intellectualproperty>



<http://www.linkedin.com/pub/reyada-intellectual-property>



Services Offered

Intellectual Property Services

Reyada International specializes in Trademarks™, Patents®, Industrial Designs, Plant Breeder's Right, Copyrights®, Bar Codes & Domain Name registrations.

IP Legal Services

In addition to our full Litigation Services covering various IP & Commercial aspects, with a highly professional Attorneys & technical staff well trained to Provide the optimal qualified services for our esteemed clients

IP Valuation

Valuating intangible assets of patents and trademarks for the sake of business licensing, franchising or assignments; applying the academic methods of:

- ✓ Income Approach
- ✓ Discounted Cash Flow (DCF) Methods
- ✓ Real Options Method
- ✓ Relief from Royalty

Legal Translations

Our staff is well trained to proceed with scientific translations of patents & legal translations of business documents, agreements, Deeds, etc..., from Arabic into English and vice versa; offered in high qualified methods at competitive costs.

Legal Research

We believe that preparing legal research shall be based on scientific methods and definite approaches, in order to obtain ascertained information saving efforts, money or time.

Our attorneys, paralegals are highly trained to perform such tasks at the best way, where quality is a priority, and time is a target.

Due Diligence / Market Searches

IP Infringements are illegal acts that cost genuine brands so much, business is in a serious risk if the faked marks are still existing in the local markets; just one appropriate way to overcome this negative act, is to conduct perfect market searches, and find out who is imitating, copying and infringing IP rights.



Corporate Values

Reyada International's business values are simple, clear and effective:

✓ Adequate Timing ✓ Information accuracy ✓ Cost transparency

* Adequate Timing → why late, let's do it now, not tomorrow.

* Information Accuracy → our correspondents shall be certain, precise and specific.

* Cost Transparency → no hidden costs, no sudden fees, profits-expenditures stability

Corporate Divisions

IP Department

Handles all IP registration aspects for Trademarks, Patents, Models, Plant varieties, Domain names, Bar codes & Copyrights.

Direct Contact: M: +2 01001563300
T: +2 03 4224311
E: contact@reyada-ip.net / info@reyada-ip.com / email@reyada-ip.net

Legal Department

Handles all litigation services and judicial steps before State's Commissioner's Board, National Administrative Court & Economic Court.

Direct Contact: M: +2 01001563300
T: +2 03 4224311
E: legal@reyada-ip.com

International Relations Department

Handles all trade relating aspects, business development, professional enhancements, clients' care & foreign relations.

Direct Contact: M: +2 01001563300
T: +2 03 4224311
E: international@reyada-ip.com



Invoicing Department

Handles all financial matters, issuance of invoices, bank transfers, and collection services from national & foreign clients.

Direct Contact: M: +2 01001563300
T: +2 03 4224311
E: invoicing@reyada-ip.com

National Marketing

Handles national client's affairs, services promotions, local client's relations, and business development in the internal market, in addition to conduction of IP market searches.

Direct Contact: T: +2 01094187172
F: +2 03 4224311
E: email@reyada-ip.com

General Administration

For overall business management affairs, firm's strategy planning, and defining firm's business approach.

Mr. Hesham R. Mahmoud
Managing Director
hrm@reyada-ip.com
reyada.international@gmail.com

UAE Liaison Office

Reyada International has an associate company in United Arab Emirates, acting as a liaison office for Reyada IP in UAE, managed by **Mr. Abdul Latif M. Shalaab, Esq.**

UAE Contact details

Premise: Al Garhoud Area, EMITAC Bldg., Fast Touch Business Center, Office # 5, Dubai, UAE.
Mailing: P.O. Box 91450, Dubai, United Arab Emirates.

Direct Contact: T: +971 4 272 99 00
F: +971 4 272 99 50
E: uae@reyada-ip.com



Jordan Liaison Office

Reyada International has an associate company in JORDAN, acting as a liaison office for Reyada IP in Amman, managed by **Mr. Mazen Al Tamimi, Esq.**

Jordan Contact details

Premise: Jabal Amman, second circle, Amman, Jordan.

Mailing: P.O. Box 841153 Amman 11184, Jordan.

Direct Contact: T: +962 6 5167899
F: +962 6 4635360
E: jordan@reyada-ip.com

Honors & Awards

Year ~ 2010

Legal Awards Winner for Egypt
Awarded by: Corporate INTL



Year ~ 2012

Legal Awards Winner for Egypt
Awarded by: Corporate INTL



Year ~ 2013

Practice Awards Winner for Egypt
Awarded by: Global Law Experts (GLE)



Year ~ 2016

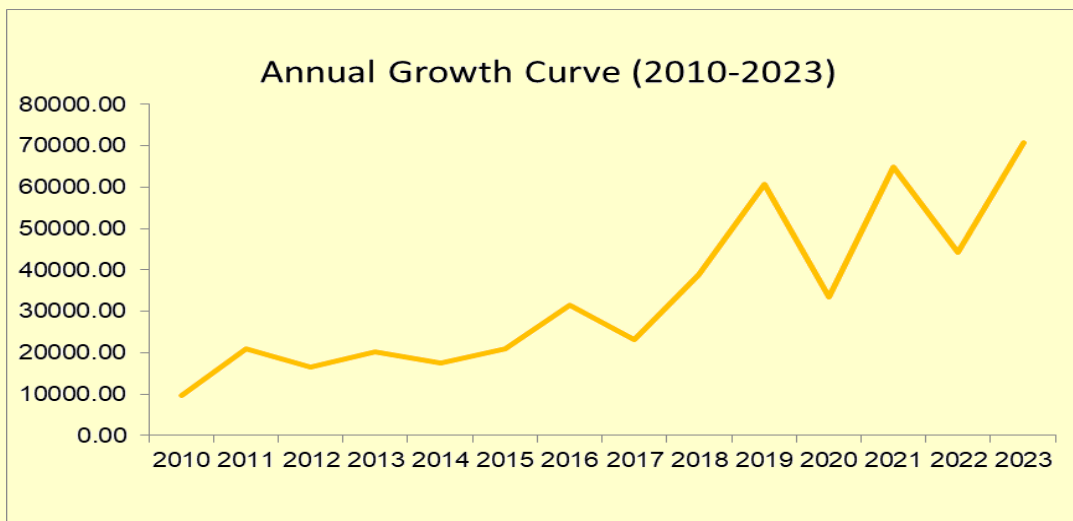
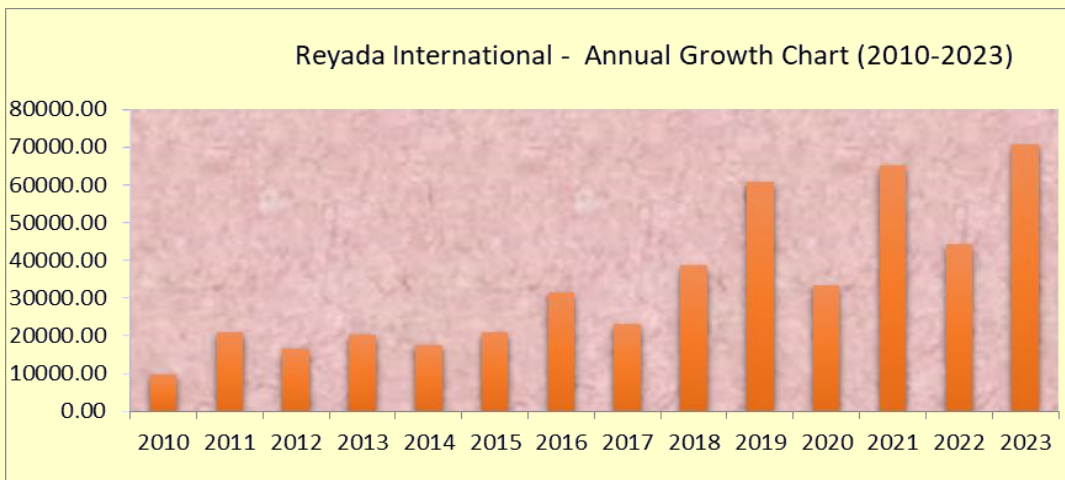
Legal Awards Winner for Egypt
Awarded by: Corporate INTL



Business Scale

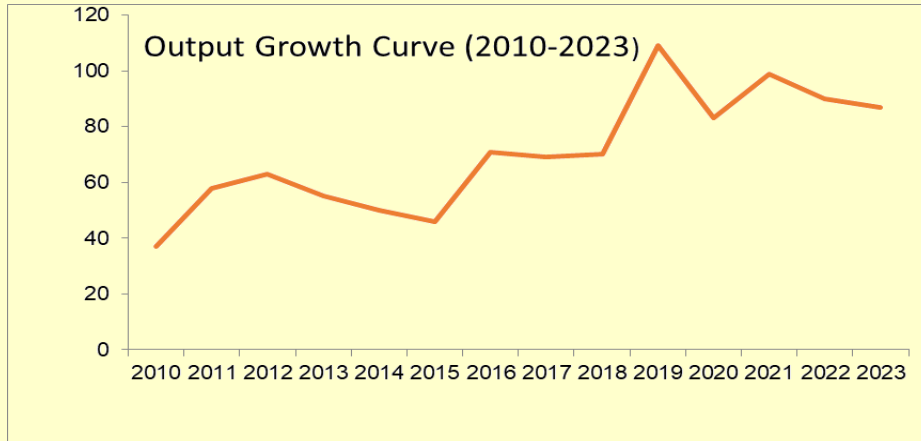
Reyada International is a small business enterprise (SME), however our scale of business is rapidly growing, and our good reputation is leading our growth rate curve.

- ✓ Our annual growth rate with respect to profits has recorded in the financial year (2023) a notable decline of **59.4%**; a relatively notable recovery after Russian-Ukrainian war, Gaza humanity misery, and Covid-19 pandemic negative effects on our annual sales rate. However, we are proud that at least we had gained the confidence of various clients all over the world in 2023.



- ✓ Our annual growth of business deals (assignments) records a decrement of **-3.3%** (i.e., 2022-2023 output's growth rate).





Sample of Our Reputable Clients

- ❖ *HUAWEI TECHNOLOGIES Co., LTD*
- ❖ *HONOR DEVICE CO., LTD.*
- ❖ *Casio Computer Co., Ltd*
- ❖ *Koninklijke Philips N.V.*
- ❖ *Talabat General Trading and Contracting Company W.L.L*
- ❖ *The European Union, represented by the European Commission*
- ❖ *University of Georgia*
- ❖ *The British Council*
- ❖ *TOYOTA MOTOR CORPORATION*
- ❖ *SAIC MOTOR CORPORATION LIMITED*
- ❖ *Pirelli Tyre S.p.A.*
- ❖ *Continental Automotive GmbH*
- ❖ *Schaeffler Technologies AG & Co. KG*
- ❖ *U.S. Polo Association (USA)*
- ❖ *Calvin Klein Trademark Trust*
- ❖ *Levi Strauss & Co.*



- ❖ *Fashion Television International Limited.*
- ❖ *Philipp Plein (PP)*
- ❖ *WE Brand S.a.r.l*
- ❖ *DSQUARED2 TM S.A*

- ❖ *The Mentholatum Company Limited*
- ❖ *Westland Cheese Brands B.V.*
- ❖ *Inner Mongolia Yili Industrial Group Co., Ltd.*
- ❖ *Rauland Borg Corporation*
- ❖ *SCHNEIDER ELECTRIC SERVICES INTERNATIONAL*

- ❖ *Fall Creek Farm & Nursery, Inc.*
- ❖ *SNFL Special New Fruit Licensing Ltd*
- ❖ *Bloom Fresh International Limited*

- ❖ *Berry Genetics, Inc.*
- ❖ *Plant Sciences Inc*
- ❖ *The Brooke Hospitals for Animals*
- ❖ *Agricultural Research & Development*
- ❖ *Rohto Pharmaceutical Co., Ltd*

- ❖ *MESOESTETIC, S.L.*
- ❖ *FIESTA Colombina S.L.U*
- ❖ *Walmart, a.s.*
- ❖ *OFRA Cosmetics LLC*



Schedule of Charges

Pursuant to the financial policy of *Reyada International*, our schedule of charges is allowed to be updated (*with deductions or increments*) **only once**: by January every calendar year; after which no more modifications are allowed to be updated in our published fees schedule, except if the official fees applied by the national governmental authorities are modified within the year.

Our ***schedule of IP charges for 2024*** is enclosed for reference, exactly as published in our official website: <http://www.reyada-ip.com>.

We appreciate ... What you innovate ®

