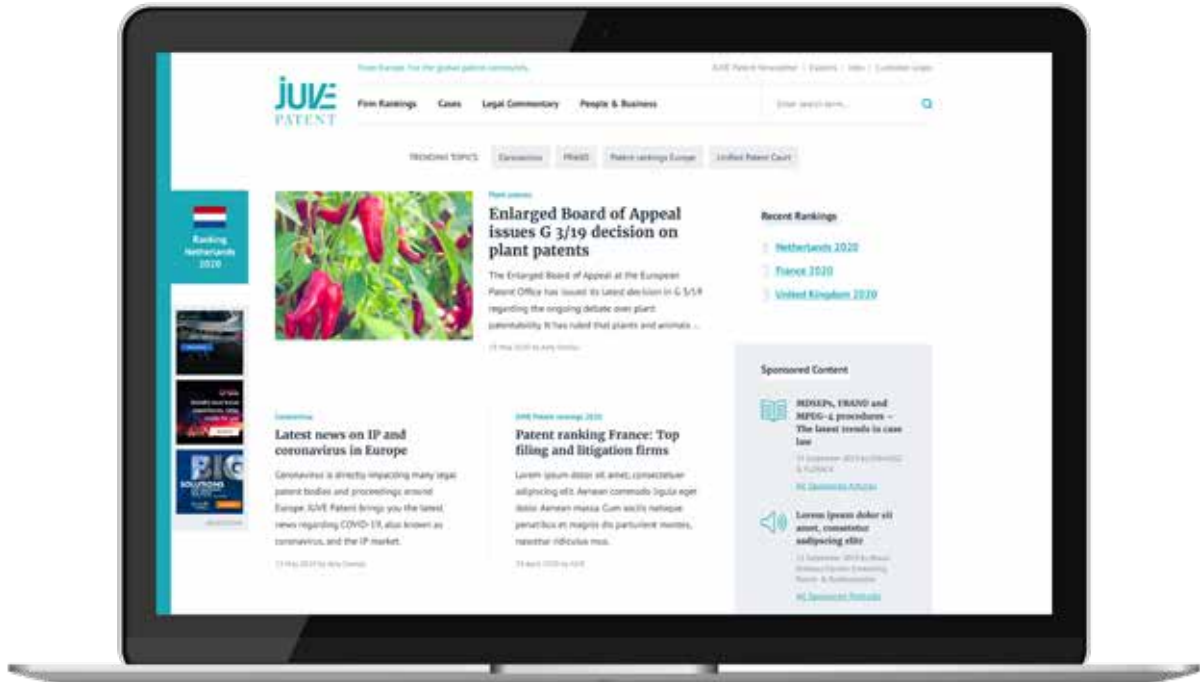


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# Advertising Rates 2022

Valid from 1st September 2022

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## WWW.JUVE-PATENT.COM

JUVE Patent was launched in December 2018 as an extensive on-line platform with daily reporting on the European patent market. JUVE has been reporting on the UPC, the European Patent Office and developments in law firms and legal departments for twenty years – now also in English.

From current litigation and news from firms, to in-depth reports, rankings and market analysis, we provide daily coverage on the entire European patent market, with a strong focus on France, Germany, the Netherlands and the UK.

JUVE is a publishing house based in Cologne, Germany. It was founded in 1997 and provides high-quality journalistic analysis on a variety of legal and tax consulting fields.

It is our aim to inform lawyers and tax consultants in law firms, tax consultancies and companies reliably and independently about their own strengths and weaknesses, as well as general market and legal developments. This is what JUVE's team of full-time specialist journalists stands for.

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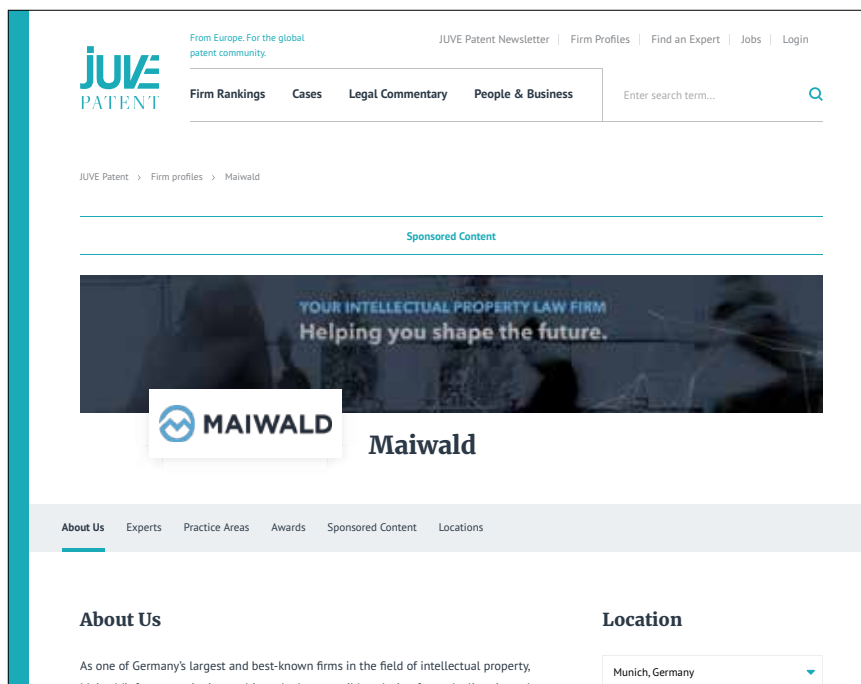
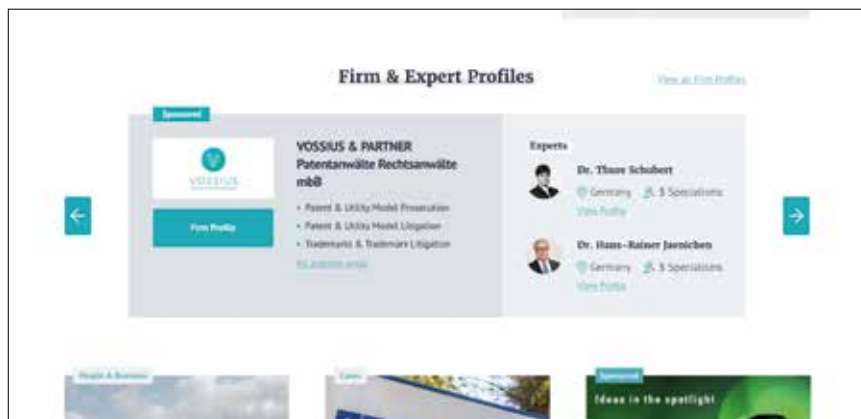
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D-50677 Cologne

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Present your law firm with a firm profile! Create your own presence on [www.juve-patent.com](http://www.juve-patent.com) and emphasise your professional specialisations and expertise for our international readers.

The Firm Profiles and Expert Profiles are located on the Home Page alongside the main News Feed on [www.juve-patent.com](http://www.juve-patent.com). If your firm appears in the **JUVE PATENT Rankings**, your Firm Profile and Expert Profiles will be promoted in the Rankings reports.



# FIRM PROFILES

## Standard Profile

- Name of firm
- Your logo (size: 160 X 160 pixels; max 10MB)\*\*
- Header (size: 1440 X 265 pixels; max 10MB)
- Picture in slideshow (size: 440 X 350 pixels; max 10MB)
- Contact information
- Offices
- Description of the firm "About us"
- Areas of specialisation
- Awards

**Price:** 5,490 Euros

**Discount:** 20% off the following

- Sponsored Article
- Job advertisement
- Expert Profiles

## Profile Plus

- Name of firm
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- Header (size: 1440 X 265 pixels; max 10MB)
- Picture in slideshow (size: 440 X 350 pixels; max 10MB)
- Contact information
- Offices
- Description of the firm "About us"
- Areas of specialisation
- Awards

+

- **3 Expert Profiles** inclusive
- Publication of a Sponsored Article on the Home Page and as the „Comment of the week“
- Events – a list of the firm’s events
- Video uploads
- Client testimonials
- International partners and networks

**Price:** 8,950 Euros

**Discount:** 35% off the following

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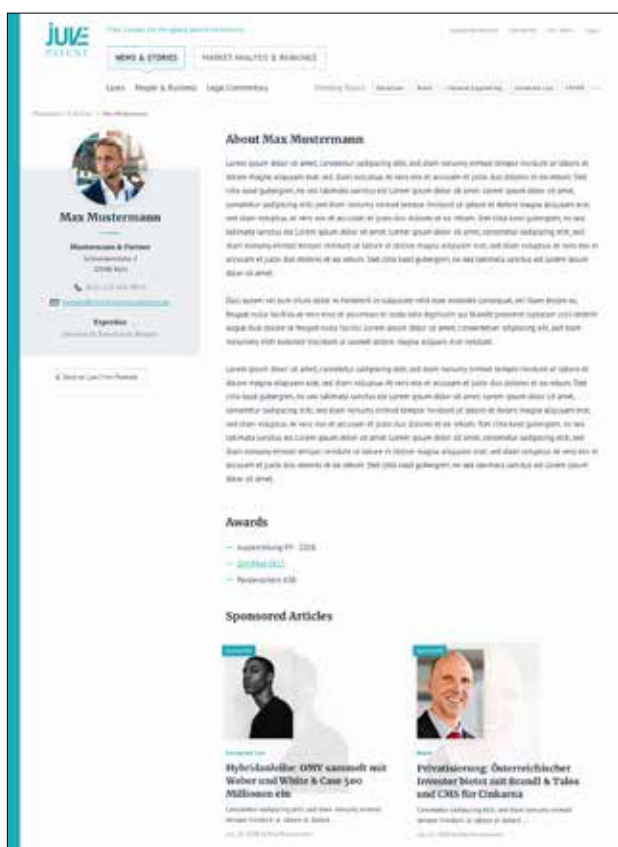
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Introduce your firm's advisors and their principle areas of expertise on [www.juve-patent.com](http://www.juve-patent.com) and bring the firm closer to international clients. The expert profiles are published by you and can be updated by you at any time through personalised access.



Number of expert profiles	Price per year
1 to 10	550 Euros per profile
11 to 30	330 Euros per profile
from 31	170 Euros per profile

**Booking deadline:** Monthly (calendar month)

**Cancellation period:** The subscription can be cancelled annually up to 4 weeks before the end of the annual billing period. The subscription is automatically renewed for the same period if you do not cancel or inform the publisher in advance of any desired time limit.

**Technical information:**

- Portrait photo
- Contact details
- Specialist fields
- Resume
- Publications

**We offer the following technical functions:**

The expert profile is accessed via a hyperlinked author button in the sponsored article as well as via search and rankings.

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Publish your own expert articles on [www.juve-patent.com](http://www.juve-patent.com) and use this platform to address important current issues and market developments.

Price: 4,500 Euros



## Sponsored Article:

**Image size:** 800 x 600 pixels  
(PNG or JPEG files)



## Sponsored Audio Content:

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**Format:** MP3  
**File size:** 50-60 MB/ Audio upload

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Upload videos via embedded video URL

## Additional „Comment of the week“:

**Price:** 550 Euros per week  
**Duration:** Weekly Monday - Sunday

If the „Comment of the Week“ is booked in addition to a sponsored content, your sponsored content will be displayed for one week on the homepage in the editorial section. Please check availability in advance. Sponsored contents are the property of the advertiser. If the author leaves the organisation, the law firm is responsible for deciding what is to be done with the published article.

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Are you a service provider in the patent market? Or would you like to address the market in a more visual way? Place your banner on our homepage at [www.juve-patent.com](http://www.juve-patent.com) directly below the main news.



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2 Banner: 125 x 250 pixels  
3 Banner: 125 x 380 pixels

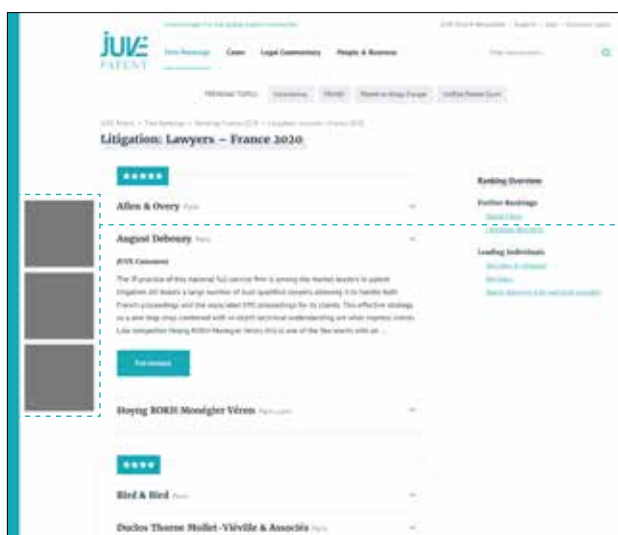
**Price:** 1 week: 495 Euros  
2 weeks: 825 Euros  
3 weeks: 995 Euros

**Publication:** Weekly on Mondays\*

**Booking and delivery time:** Friday, 12.00 (midday, Central European Time)

**Transmission:** GIF, PNG or JPG files

\* JUVE reserves the right to postpone publication due to public holidays.



## Sticky Banner – Rankings:

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# BANNERS



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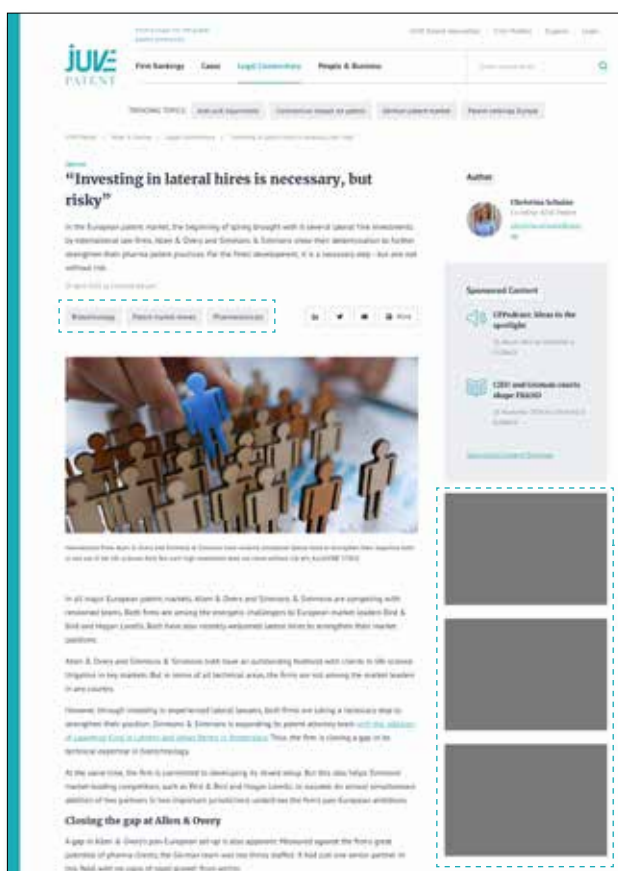
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# BANNERS

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## Keyword ad:

**Size:** 300 x 250 pixels

**Prices:**

Booking period	Keyword Category 1* (prices per Keyword)	Keyword Category 2* (prices per Keyword)
1 month	1,650 Euros	1,200 Euros
2 months	2,640 Euros	1,950 Euros
3 months	3,790 Euros	2,750 Euros

\* Keywords have been classified by two categories based on the numbers of times each Keyword has been published. One, or more, Keyword(s) can be selected from our Keyword catalogue. All prices are per Keyword.

**Publication dates:** weekly on Mondays\*\*

**Booking and copy deadlines:** 12.00pm on the preceding Friday.

**File types:** GIF; PNG; JPG

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1. Choose either the Inhouse- and/or the UPC News Ticker
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## Ticker-Large Leaderboard:

**Size:** 970 x 90 pixels

**Price:** 1,375 Euros

**Publication:** Weekly on Mondays\*

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**Transmission:** GIF, PNG or JPG files

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## Ticker-Medium Rectangle:

**Size:** 300 x 250 pixels

**Price:** 980 Euros

**Publication:** Weekly on Mondays\*

**Booking and delivery time:** Friday, 12.00 (midday, Central European Time)

**Transmission:** GIF, PNG or JPG files

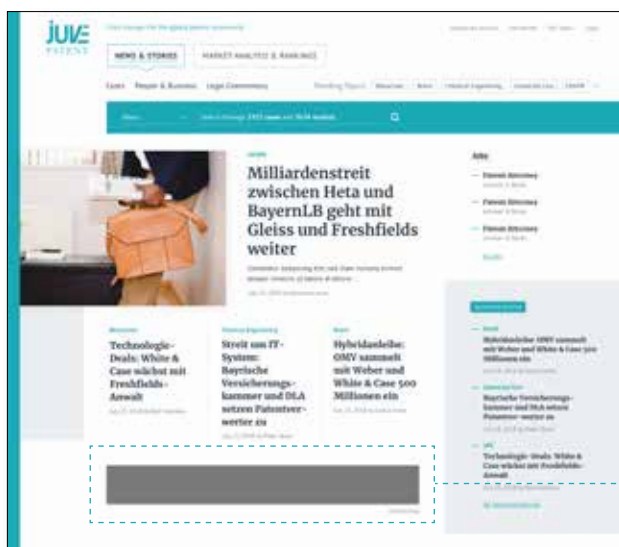
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# BANNERS



## Leaderboard:

**Size:** 728 x 90 pixels

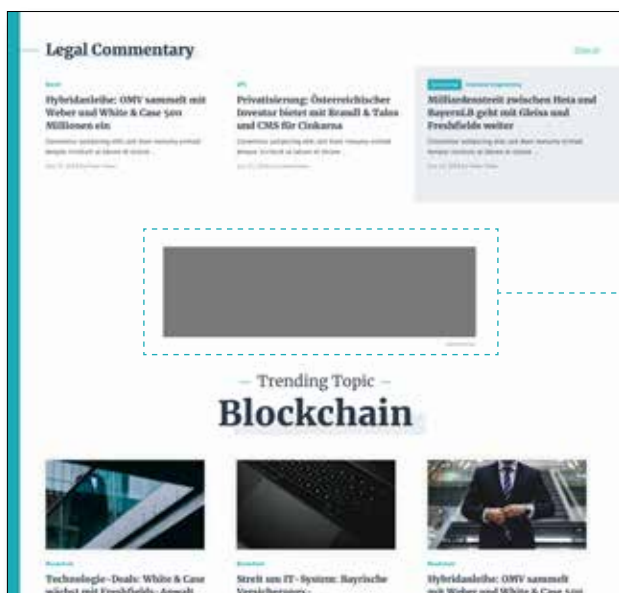
**Price:** 1,375 Euros per week

**Publication:** Weekly on Mondays\*

**Booking and delivery time:** Friday, 12.00 (midday, Central European Time)

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## Large Leaderboard:

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TRENDING TOPICS: FRAND Patent rankings Europe Preliminary injunctions in Europe Unified Patent Court

## Second Medical Use

In association with **COHAUSZ & FLORACK**

### Current prosecution and enforcement strategies of pharmaceutical inventors in Europe

When filing second medical use claims at the European Patent Office, companies have to overcome a number of hurdles. But the holders of such claims face even greater challenges when it comes to enforcing them against competing products.

The main reason is the complex interplay between the various players in the healthcare industry. In addition to patent law, product approval and social law also regulate the framework for second medical use claims. Pharmaceutical research companies complain that contradictory national regulations as well as different legislation in European states hinder effective enforcement. The companies thus have a number of different strategies to respond to the current situation.



At the same time, originators are demanding change from national legislators and hoping for the establishment of the Unified Patent Court. They see this as a crucial milestone towards harmonisation in the enforcement of second medical use claims.


For the JUVE Patent Insight report “Second Medical Use Claims”, JUVE Patent journalists interviewed representatives from Europe’s leading pharmaceutical research companies. They also spoke to selected judges and lawyers involved in second medical use lawsuits. The results are presented by JUVE Patent in association with the Düsseldorf-based patent firm Cohausz & Florack. JUVE Patent is responsible for the research and content of the report.

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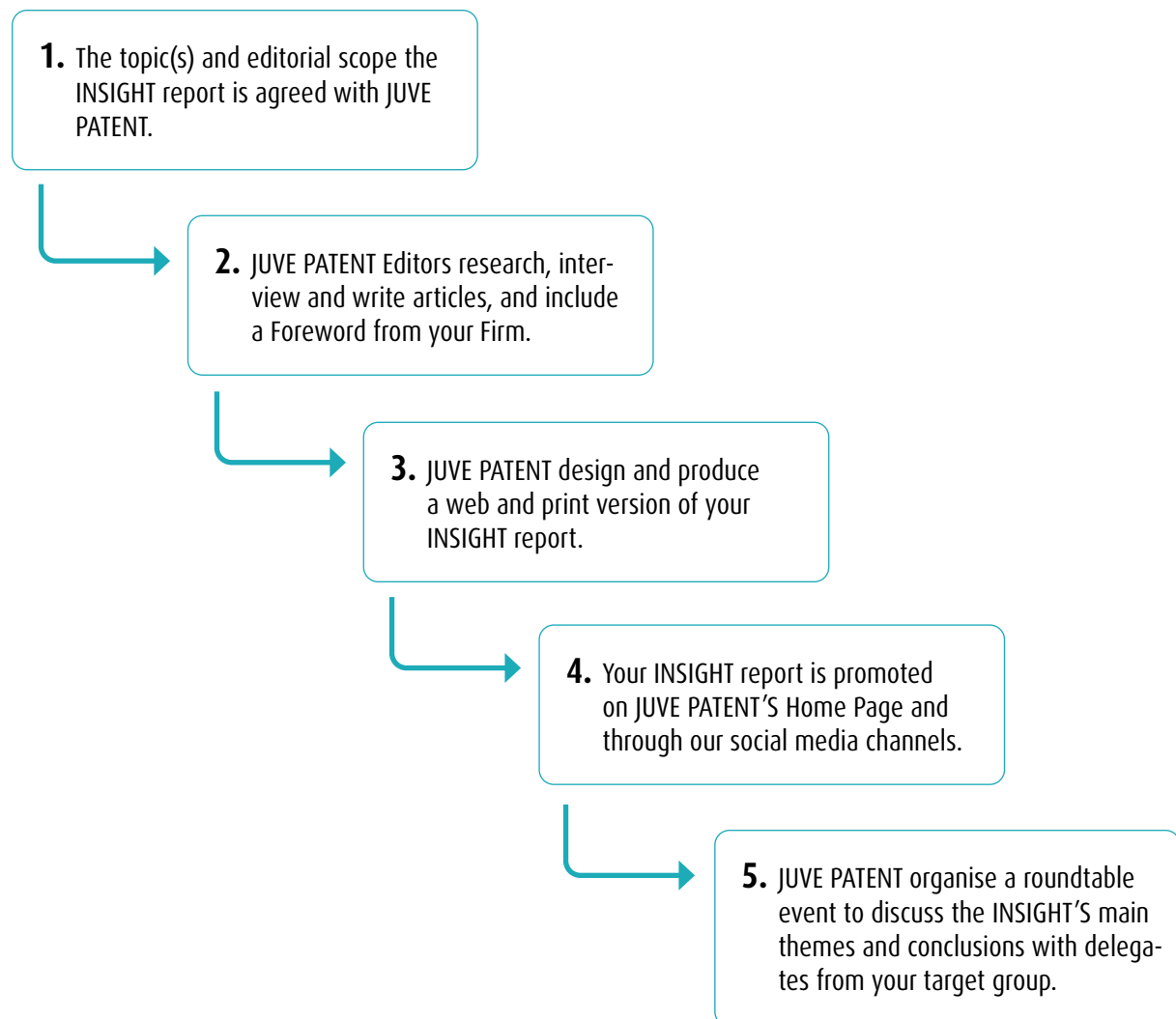
### Insight Articles

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# JUVE PATENT INSIGHT

Here's how it works:



Contact us for more details about topics, timings and costs.

# NEWSLETTER

**JUVE PATENT** From Europe. For the global patent community.

Dear Reader,


On the surface, the Higher Regional Court Düsseldorf's ruling in Philips vs. TCT could be any other SEP case. But the senate, around judge Thomas Kühnen, has hinted that it may not follow the Federal Court of Justice's guidelines on FRAND in the future.

But, while most other German patent courts have followed the new case law since it was introduced last year, Kühnen and his senate are taking a different approach. Kühnen distinguishes between an implementer's "general" and "concrete" willingness to take a licence. If the implementer is "generally" willing to take a licence, then according to Kühnen, the court must examine whether the SEP holder's licence offer is FRAND.


In applying this differentiation, the renowned judge insists on an intermediate step in the so-called FRAND dance.

But it is not only Düsseldorf dealing with big issues in FRAND. Recently, courts across Germany have dealt with numerous telecommunications and licensing cases. The most prominent was the Mannheim Regional Court refusing Deutsche Telekom repayment of SEP licences from IFCOM after the German company accused the NPE of discriminatory actions.


Enjoy this week's newsletter.

 *Amy Sandys*  
Amy Sandys  
Journalist

**News & Stories**




**FRAND**  
**Thomas Kühnen won't dance to the Federal Court of Justice FRAND tune**  
Düsseldorf Higher Regional Court has confirmed that TCL cannot sell NPEIG-4 AAC standard-enabled smartphones or tablets in Germany. But its 2nd Civil Chamber indicates that this ruling could, in future, go against the accepted FRAND law of the Federal Court of Justice.  
1 June 2022 by Mathieu Klotz



**Medical devices**  
**AMO finds success in eye surgery technology battle with Alcon**  
3 June 2022 by Polina Krasnikova

**Pharmaceuticals**  
**Teva repels PI application in Neurim's fight against generics**  
2 June 2022 by Amy Sandys

**ADVERTISING**



**JUVE Patent Insight**  
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The „Juve Patent Newsletter“ is published every two weeks on wednesday and presents the latest news from the European patent market. Advertising space in the newsletter is limited: Banners which can be used with links to job advertisements and sponsored articles on [www.juve-patent.com](http://www.juve-patent.com); seminars and events. There are a maximum of 3 banners (advertising spaces) per newsletter.

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## Text-based advertisement:

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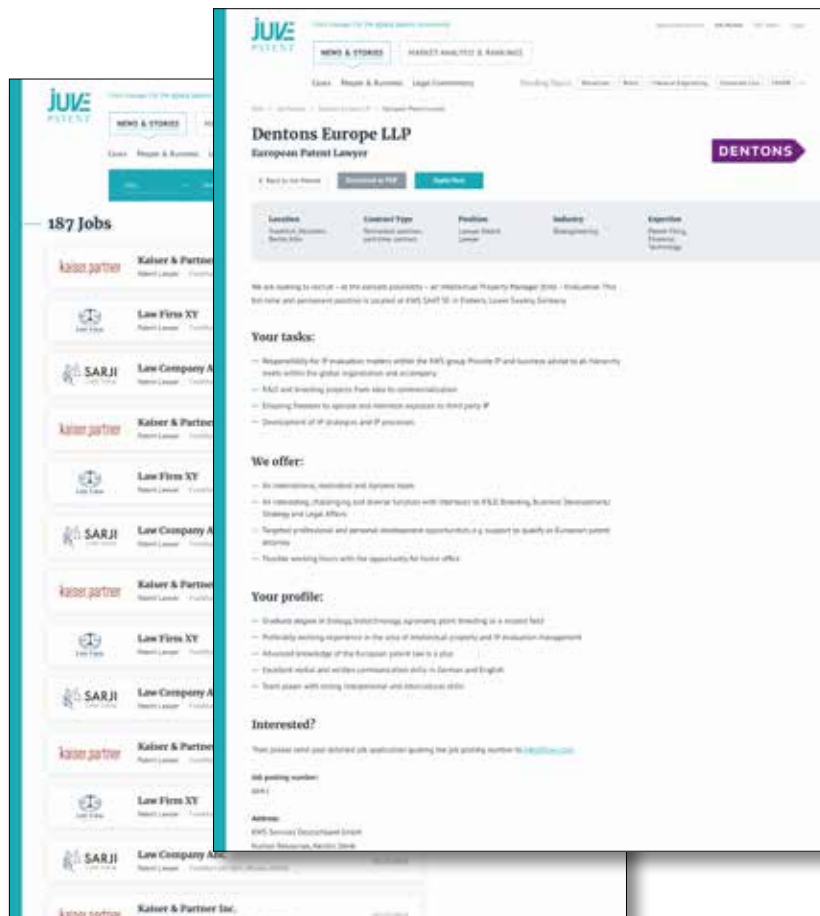
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## Duration:

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- **Non-lawyer specialists/ employees:** 12 weeks
- **Public institutions:** 8 weeks

## Prices JUVE Patent Jobs:

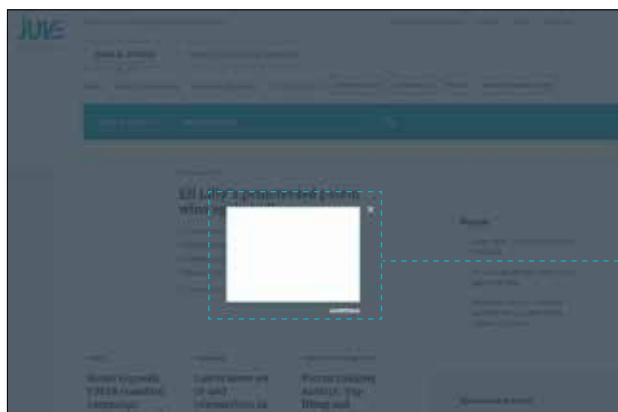
- **Lawyers:** 1,650 Euros
- **Non-lawyer specialists + public institutions:** 770 Euros

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## Overlay center:

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