

Good Food, Good Life

“Good Food, Good Life” and new litigation challenges – Valea represents Nestlé, the world’s largest food group, in extensive lawsuits on the Nordic market.

Nestlé

Founded: 1886

Products: Food and beverages. Examples of global brands are Nescafé, Mövenpick Ice Cream, After Eight, Nespresso, Perrier, Zoégas and Buitoni

Market area: World wide

Nestlé is the world’s largest food company with annual sales of over 90 billion Swiss francs. The company was founded in 1866 by Henri Nestlé, is present in over 85 countries and has approximately 330,000 employees.

Nestlé has an impressive trademark portfolio, comprising more than 2,000 trademarks in the areas of baby food, coffee, cat and dog food, infant formula, cereals, chocolate, candy, ice cream, etc.

Ever since Henri Nestlé developed the first nutritional products for small children, the company Nestlé has built its business on the conviction of the importance of creating value for the society. This core value is the foundation for the company’s culture, which has developed over a period of more than 140 years and which emphasizes the importance of fairness, honesty and a genuine concern for people.

A close cooperation with high demands

Valea established its contact with Nestlé through participation at international conferences in the field of Intellectual Property and has since strived to build a relationship in order to promote a long-term and close cooperation.

“Nestlé has a highly skilled and experienced in-house IP department. They set high standards for all of its partners. An understanding and respect for Nestlé’s values, a high level of service, availability and proactivity are requirements that we as legal representatives must face. Against this background, we are extremely proud to represent Nestlé in several extensive and business critical

key lawsuits in the field of Intellectual Property on the Nordic market,” says Anna Maria Lagerqvist, Attorney at Law, LL.M.

As of this writing, around fifteen lawsuits are in progress in Sweden, Denmark, Norway and Finland for which Valeas legal department has the overall responsibility.

One of the most interesting assignments

“The challenge is to coordinate a variety of parallel lawsuits on several markets with a large and dedicated team of lawyers, attorneys and experts. Furthermore, we must deal with the fact that our client is in Switzerland and quickly needs to get extensive submissions and other process materials translated.” says Anna Maria Lagerqvist.

“It is absolutely one of the most interesting assignments that we have handled both in terms of scope, complexity and practical conditions. The assignment is a top priority for us and Nestlé,” says Anna Maria Lagerqvist.

Expertise and quality are obvious fundamental conditions for all types of assignments within our line of business. The major reasons for Valea’s legal department to obtain the primary responsibility for the assignment in question is that we have thorough business acumen, a high service level, are proactive, inventive, and flexible, and have a strong commitment to everything we do.

The assignment has so far been intense, diverse and exciting, and is expected to remain eventful onwards. As our client themselves put it, “there is indeed no dull moment in this case”.