



More innovation ... More savings!



Since its creation in 1994, SGA<sup>2</sup>

has acquired a solid reputation.

This is the result of the daily labor and the dedication of every one in the company. Our best reward is to see our clients recommend our services to their friends and colleagues. We recognize, however, that

the world is changing at a rapid pace. Only businesses that adapt quickly have a future.

This is why we value clients having high requirements; they help us to continually evolve in response to their own progress.

We respect human values, and always strive to satisfy our clients before seeking profitability.

We treat our suppliers well so that they treat us well in return and are compelled to offer their best. With this state of mind, we intend to develop our future with a continued focus on increasing the safety and comfort for our clients.

Those who renounce becoming better already cease to be good!



Gérard BORIN  
President

## Our job

To keep your portfolio of patents, trademarks and industrial designs in force while minimizing costs.

### ■ A proven solution

Many businesses entrust the maintenance of their patents, trademarks and designs to a firm that industrializes administrative procedures on a large scale. Dissociating clerical services from professional intellectual services is a frequent and effective means of resource management. Whatever the extent of your portfolio, your competitiveness is enhanced by significant cost savings realized by the outsourcing of patent and trademark maintenance. SGA<sup>2</sup> is a valuable resource for organizing and managing your patent and trademark maintenance obligations.

### ■ Controlling costs

Our goal is always to offer the best prices around the world. This becomes possible as a result of the volume drawn by our size, but also and foremost by optimizing our payment procedures and circuits. In choosing SGA<sup>2</sup>, you simplify your life and save time. Thus, while mastering your external spending, you optimize your own resources to turn them towards more value-added tasks for your business.

### ■ Flexibility

Our standard procedures allow each business to keep its own management methods because we reconcile our standardization with the finest adaptation to your organization. Flexibility and responsiveness bring you comfort which you will no longer want to live without. Our flexible and modern computer system adapts to new situations. Electronic communication protocols eliminate paper reporting for clients who require such procedures.



## ■ **Simplicity**

We simplify for our clients what may be highly complex for our internal operations. For you as for us, simplicity is a promise of safety. We owe you direct, clear, comprehensible and personalized information. Our documents go straight to the point - they save you time.

All you have to do is to give us the details of your titles of protection. We monitor the obligations for you. You then decide what you would like to maintain, and we take care of the rest. Your portfolio is efficiently managed in every country with unified vision.

## ■ **Safety**

What you want is peace of mind. Our professional approach to portfolio management affords you with maximum safety. To fulfill our mission, we apply simple, rigorous and proven industrial procedures. Since 1997, we have worked with TÜV CERT, a German group, to ensure that our methods and procedures comply with ISO quality standard. Our activity entails well-defined stages that are subject to systematic controls. Your safety is at the forefront of our operation.



## ■ **“Gold” services**

Your comfort calls for being able to get free assistance as much as required when using our services. Our personnel are devoted to listening and making sure they find the answer that meets your needs.

- Do you need to know the laws related to the annuities in a country where you have not proceeded yet?
  - Are you negotiating a licence and want to project annuity expenses over a five-year period for one of your innovations?
- Do you have to prepare your budget for the next year?

Call SGA<sup>2</sup>. You will quickly receive a customized response... for free.

## ■ **Complete freedom**

Our service does not entail the purchase of software. In every case, we adapt to the applications and processes that you are using. If you change software or tool, we will accommodate your new processes at no charge. By supporting your changing business needs, we guarantee your freedom to adjust your operations as you see fit. We understand that a client can easily leave a supplier that no longer matches its needs, and we are committed to provide whatever flexibility you require to sustain a productive, cost-effective business relationship.

Your satisfaction is our reason for existing. You can expect from us:

- Attention to your needs.
- Quick, effective fulfillment of your expectations.
- Personalized follow-up in a supportive relationship.





## The Club

Our web site is designed to be both informative and useful. The "useful sites" section holds many links that are regularly updated. We use it ourselves daily. A section is reserved for SGA² club members, primarily clients. You will find in it information covering legal developments related to our activities, exposure to other club members for exploring best practices, a user manual for our services, access to a part of the data we manage for you (if you explicitly requested it). Other possibilities exist for growth and enhancement, but we will not lose sight of the fact that you expect a genuine service from us. We could never merely provide tools that would force you to perform your work for us, leaving you stuck behind a computer screen. Real people serve real needs.

*"Trifles go to make perfection,  
and perfection is no trifle."*

Leonardo Da Vinci



■ Preserve your rights  
worldwide



[www.sga2.com](http://www.sga2.com)



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