

## MANDATE

14.02.2023

### GLEISS LUTZ ADVISES HEIDELBERG MATERIALS ON ITS GLOBAL REBRANDING

A Gleiss Lutz team has advised the international building materials group HeidelbergCement on its global rebranding under the new trade name "Heidelberg Materials".

"HeidelbergCement" has become "Heidelberg Materials". "Heidelberg" will continue to represent continuity and market leadership, while "Materials" has replaced "Cement" and stands for an innovative portfolio of sustainable and intelligent building materials as well as digital solutions. The new trade name "Heidelberg Materials" underscores the DAX-listed group's goal of becoming the first climate-neutral company in the industry.

As a first step, the new brand identity "Heidelberg Materials" was introduced at group level in September 2022. Since early 2023, national and international subsidiaries have also been gradually implementing the rebranding.

From the outset of the rebranding process, Gleiss Lutz advised on its strategic implementation from a trademark law standpoint. A portfolio of national and EU trademarks, and international registrations, has been applied for in around 70 countries worldwide for the new company name "Heidelberg Materials".

In-house, the rebranding is being handled for Heidelberg Materials by Roland Sterr (General Counsel), Dr Wolfram Gärtner (Global Lead Counsel Technology & IP) and Julia Klimm (Legal Counsel Commercial Law/Technology & IP).

A Gleiss Lutz team led by Dr. Andreas Wehlau (partner), Dr. Matthias Werner (counsel, both lead) and Dr. Johannes Bernhardt (all IP/IT, all Munich) advised Heidelberg Materials.

Gleiss Lutz regularly provides national and international clients with strategic trademark advice and assists them in landmark trademark disputes.

PRESS

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