



Press Release

21 December 2011

Groupe SEB wins Gold Finance and Law Trophy

Groupe SEB is among the award winners of the Law and Finance Trophies for 2011. It scooped the gold trophy for the "Best Industrial Property Department" in the "Legal Department Management" category.

Every year, several juries made up of professionals single out individuals who have made the greatest contribution to the legal profession: lawyers, legal directors, tax managers and industrial property directors. The awards ceremony organized with the backing of the Ministry of Justice and Liberty, took place on November 29 in Paris and was attended by more than 700 decision-makers from the legal profession.

Hubert Kiehl, Groupe SEB Industrial and Intellectual Property Director, was awarded the Trophy in recognition of several important contributions to Industrial Property:

- An original organizational system, which centralizes patents but decentralizes trademarks and utility models in the Business Units, created in close collaboration with the legal department;
- A pioneering approach with regard to competitive intelligence and patent searches;
- A remuneration agreement for employee-inventors signed with the unions;
- A method for identifying counterfeit products used during exhibitions in China and a pragmatic program for handling the legal procedures which arise therefrom.

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The world leader in small domestic equipment, Groupe SEB operates in nearly 150 countries with a unique portfolio of top brands marketed through multi-format retailing. Selling some 200 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. Groupe SEB has nearly 25,000 employees worldwide.