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INTELLECTUAL PROPERTY: FULL-SERVICE FIRMS

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LINKLATERS

ALLEN & OVERY LLP

BAKER & MCKENZIE
DEPREZ DIAN GUIGNOT
FRESHFIELDS BRUCKHAUS DERINGER
HERBERT SMITH LLP
LATHAM & WATKINS
LOVELLS
SALANS

Bignon Lebray & Associés

Clifford Chance

De Gaulle Fleurance & Associés ◊

Denton Wilde Sapte

Jones Day

NomoS

August & Debouzy

BMH Avocats – Breitenstein Meillassoux

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◊ Indicates firm displays contact details at the end of this chapter.

Allen & Overy LLP's IP/IT department is under the management of Pierre Lenoir. The practice covers patents, trade marks, copyright, licence agreements and IP transfer. The practice has a strong focus on patent litigation, notably in the pharmaceutical industry. The group is also active in the retail industry, handling trade mark matters.

Jean-François Bretonnière and Virginie Ulmann are the two partners in charge of **Baker & McKenzie's** IP practice. Acting as counsel and litigator, the IP group focuses on trade marks and copyright, including software rights, and is also active in patent and design matters. The group

works for major French and international clients, notably Asian, from different industries including luxury goods, cosmetics, fashion, sport, pharmaceuticals, media and telecoms.

At **Deprez Dian Guignot**, the IP department deals with trade marks and copyright in the media, entertainment and luxury goods fields. The firm has also set up an autonomous department specialising in trade mark advice, including registration.

Freshfields Bruckhaus Deringer's IP/IT department is made up of five associates working under the management of partner Xavier Buffet Delmas d'Autane, an expert in patent litigation. The practice is diverse and covers trade mark, patents, design rights advertising and copyright, acting as counsel and litigator. The team also provides support to other departments. Major clients include Colgate Palmolive, L'Oréal, Louis Vuitton and Renault.

Alexandra Néri heads **Herbert Smith LLP's** IP/IT practice. She is also a mediator and arbitrator for the World Intellectual Property Organisation. With her team, she covers classical IP matters including trade marks, patents and copyright, and also focuses on IP issues linked to the use of new technologies. Clients include Virgin France, Nina Ricci, AOL, Time Warner and Google, who all praise Alexandra Néri for her professionalism.

The team at **Latham & Watkins** numbers 13 lawyers, including partners Emmanuel Baud, Patrick Dunaud and Jean-Christophe Tristant. Among fields covered are media, sport, agribusiness and life sciences.

Lovells' IP practice enjoys a strong reputation in Europe. Three partners are in charge of the IP practice in Paris. While Dominique Ménard is a specialist in IP dispute resolution with an emphasis on patents, Marie-Aimée de Dampierre handles trade marks, designs, copyright and domain name matters. David Taylor is expert in IP issues raised by the new technology sector. He heads up Anchoy, the firm's online brand-protection service designed to protect its clients' IP rights on the internet in 160 jurisdictions.

In 2006, **Salans** created an integrated IP, IT and telecommunications practice comprising five partners under the management of Gérard Delile. The team includes two new partners who arrived from former **Rambaud Martel**, namely David Masson and Pierre Lubet early in 2006. The group handles all classical IP matters including trade marks, ornamental designs, trade secrets and unfair competition. The team works for a wide range of industries, as counsel and litigator.

Partner Anne-Marie Pecoraro heads **Bignon Lebray & Associés'** IP/IT/media team. The group handles IP matters, including trade marks, copyright, especially in the media and entertainment industry.

At **Clifford Chance**, Christian Lachèze and Jean-Frédéric Gaultier are the two partners in charge of the IP practice. The group is specialised

in patent litigation. The team is also active in trade mark protection, notably in the sports industry and provides regular support to the M&A and banking departments.

De Gaulle Fleurance & Associés' IP/IT group is one of the firm's backbone practices. The IP/IT department comprises three partners active in all classical IP areas including trade marks, domain names, patents and transfer of technology, acting as counsel and litigator. The copyright practice enjoys a strong reputation. Prestigious clients include 20th Century Fox, Microsoft, AFP and Bibliothèque de France.

Stefan Naumann is the partner in charge of **Denton Wilde Sapte's** IP practice. He is a specialist in IP litigation and arbitration in connection with copyright, trade mark and patent issues. He also provides IP support in M&A transactions. He is extensively active in the media and entertainment sector, working for clients like Warner Bros, Tolkien Enterprises and Paramount.

Jones Day's IP practice is developed by of-counsel Catherine Muyl, assisted by four lawyers. The team particularly focuses on trade marks, software, internet businesses and transactions involving patent and trade mark issues, and litigation.

In **NomoS**, Eric Lauvaux and Hélène Delabarre are in charge of IP and handle litigation as well as advice and audits in areas such as hi-tech, film and music.

INTELLECTUAL PROPERTY: BOUTIQUES

Jacques Armengaud and Stéphane Guerlain are the two founding partners of **Armengaud Guerlain**, a boutique specialised in IP in which patents and trade marks are primarily dealt with. The firm is notably active in the fashion sector and represented Dolce & Gabbana in a case against Christian Dior.

Casalonga Avocats is a recent firm resulting from the merger between a group of patent and trade mark attorneys from **Casalonga Josse** and **Courtois Lebel's** IP team. The firm boasts one of the largest IP teams in France, which handles all IP matters including patents, trade marks, domain names, software rights and copyright.

Pierre Cousin, at **Cousin & Moatty**, sources a significant proportion of turnover from patents work, particularly in the fields of pharmaceuticals, chemicals, mechanics and optics.

Intellectual property represents 50% of **Duclos Thorne Mollet-Viéville & Associés'** activity. Five dedicated lawyers handle about 100 cases per year covering patent litigation, trade marks and copyright issues.

Escande is particularly known for its work in unfair competition, trade marks and is increasingly active in patent litigation. Michel-Paul Escande's clients include some big names in the automotive, luxury goods and food sectors.

INTELLECTUAL PROPERTY: BOUTIQUES

ARMENGAUD GUERLAIN
CASALONGA AVOCATS
COUSIN & MOATY
DUCLOS THORNE MOLLET-VIÉVILLE
& ASSOCIÉS
ESCANDE
GAULTIER LAKITS – JOSSE SZLEPER
GILBEY DE HAAS
GILLES VERCKEN AVOCATS
GREFFE
HOWREY LLP
PHILIPPE COMBEAU
VÉRON & ASSOCIÉS

Borowsky & de Baecque
Cléry de La Myre Mory
Corinne Champagner Katz
Hirsch & Associés
Hoffman
Hollier-Larousse
Hugot avocats
Jean-Louis Lagarde
Michel Huet
Nataf & Fajgenbaum & Associés
Pierrat

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Geoffroy Gaultier heads **Gaultier Lakits – Josse Szleper**. The firm handles substantial amounts of patent litigation.

Richard Gilbey, Charles de Haas and Rebecca Delorey are responsible for the good reputation of **Gilbey de Haas**. The firm provides services covering all stages of IP management, handles patent litigation and has the capacity to co-ordinate worldwide IP portfolios through its network of associate firms.

Gilles Vercken Avocats was founded by Gilles Vercken in 2005. He is assisted by three associates and Professor Michel Vivant. The firm is specialised in IP and IT. The firm has recognised expertise in the management of copyright and IP issues related to new information technologies.

At **Greffe**, IP is the largest practice area and caters to a diverse client base boasting a number of names in the fashion (haute-couture and ready-to-wear) and industrial sectors.

Howrey LLP's Paris desk is an outpost of the US firm specialised in IP. The office is under the management of Marina Cousté. Amaury de Saint Amand and François Jonquères are the two other partners involved. The firm has a strong patents practice in the hi-tech sector (electronics, pharmaceuticals and biotechnology). The team also handles trade marks, especially for multinational groups, and copyright.

Philippe Combeau and his two associates deal with around 30 patent litigation cases per

year. The firm's client base is diverse and includes large pharmaceutical companies.

Véron & Associés is entirely dedicated to patent litigation in industry sectors including pharmaceuticals, mechanics, electronics, telecommunications and consumer products. The firm boasts 12 lawyers split between its Paris and Lyon offices and is able to work in both French and English. It has extensive experience in handling cross-border disputes.

Other recommended specialists include: Olivier de Baecque (**Borowsky & de Baecque**); Olivier de La Myre Mory and Alain Cléry (**Cléry de La Myre Mory**); Corinne Champagner Katz; Marc-Roger Hirsch (**Hirsch & Associés**); Serge Hoffman (**Hoffman**); Christian Hollier-Larousse (**Hollier-Larousse**); Jean-Philippe and Olivier Hugot (**Hugot avocats**); Jean-Louis Lagarde; Michel Huet; Fabienne Fajgenbaum (**Nataf & Fajgenbaum & Associés**); and Emmanuel Pierrat (**Pierrat**).

INTELLECTUAL PROPERTY: PATENT AND TRADE MARK ATTORNEYS

This chapter introduces the best patent and trade mark attorneys in France (CPI – conseils en propriété industrielle). Still part of a separate profession (although the debate regarding merger with lawyers is ongoing), the CPI firms handle IP portfolio management. Some 550 experts have the title of CPI. Those that specialise in patents have a science background and are engineers (ingénieurs), those in charge of trade marks studied law and are legal consultants (juristes). Some of them have both qualifications.

Cabinet Beau de Loménié is one of the top industrial property firms. With some 50 conseils (35 engineers, and 15 law specialists), among them six partners, it is the biggest firm in France. The firm has offices in Lille, Lyons, Marseille (with four consultants in each of them) and in Munich (with a German consultant) for European patents. As far as patents are concerned, three departments can be identified: chemistry/biochemistry/biotechnology; electronics/computer science; and mechanics/physics. Of note, the firm has two UK specialists in its chemistry department, a UK and a US consultant in the electronics department, and someone of Japanese nationality. 45% of the clients come from abroad. Among the firm's clients are Messier-Bugatti, Poclairn Hydraulics, Habitat and Spontex.

Germain & Moreau is a growing firm and has doubled in size in ten years. With now some 15 engineers and 12 trade mark specialists, it is a young firm the headquarters of which is in Lyons but with offices in Paris (four juristes and two engineers), Saint-Etienne and in Neuchâtel (Switzerland). **Germain & Moreau's** reputation lies in offering a well-balanced practice covering patents and trade marks, the latter making up 50% of turnover. Fields covered are vast with for

instance a patents department specialising in biotechnology, chemistry, pharmacology and a strong clientele in the wine industry. Litigation is also handled.

Lavoix Paris is renowned. The firm has more than 30 conseils en propriété industrielle. Its Lyons office is important (seven conseils) and the firm is also present in Toulouse and Clermont-Ferrand. Three-quarters of the activity is dedicated to patents and broken down between general mechanics and physics (slightly prevailing), chemistry/pharmacology and biotechnologies, electronics and computer science. **Lavoix Paris** is one of the firms with the most sizeable proportion of national clients (75%), and works very closely with small and medium-sized French companies, as well as multinationals with French origins.

With some 56 industrial property consultants, **Plasseraud** is another strong player in Paris that has doubled its workforce in five years. It also has an office in Lyons where two engineers and a legal adviser are active. The patent activities are split between chemistry/pharmaceuticals/biotechnologies (25% of the turnover) and mechanics/electricity/computer science (50%). The rest is dedicated to trade marks. **Plasseraud** also has a Japanese ambassador who represents the firm in Japan.

Regimbeau has 45 ingénieurs and juristes and a total of 145 people spread between offices in Paris, Rennes and Lyons. The patents department is divided into two areas: biotechnology and pharmacology; telecoms, electronics, computers and mechanics, notably for clients in the semiconductor and silicon industries. The trade mark activity is particularly visible in the banking and food industries. **Regimbeau** is also renowned for its contentious activity.

Santarelli is especially renowned for its litigation practice: among the 30 consultants that form the firm, 20 patent and ten trade mark specialists, half have contentious abilities and three conseils are fully dedicated to litigation. As far as patents are concerned, the firm covers the whole technological spectrum but is especially renowned in biotechnology, electronics and telecoms. Another speciality is the cooperation between engineers and legal experts who team up for licensing activities for example. An American partner and a British engineer work for the firm. **Santarelli** also has further offices in Toulouse and Marseille.

Breese Derambure Majerowicz's staff of approximately 100 includes 30 trade mark and patent attorneys. Patent activity constitutes 60% of the business. Its areas of expertise include: life sciences, biotechnology, pharmacology and cosmetics, chemistry, engineering sciences, telecommunications, computer science, packaging, food, real estate, automotive, aeronautics, textiles and luxury goods. The firm is active in patent and IP rights litigation as well as in