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**LEGAL**

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JOHN PRITCHARD

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**EUROPE**  
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**EAST &**  
**AFRICA**

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## INTELLECTUAL PROPERTY

Full-service firms

Allen & Overy Bird & Bird AARPI Gide Loyrette Nouel A.A.R.P.I. ◊	1
De Gaulle Fleurance & Associés ◊ Herbert Smith LLP Lovells LLP	2
Baker & McKenzie SCP Clifford Chance Denton Wilde Sapte Foucaud Tchekhoff Pochet & Associés Hogan & Hartson MNP ◊ Latham & Watkins Linklaters LLP Salans	3

Firms are listed A-Z in tiers

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

responsive' Grégoire Triet, who is a good choice for patent litigation work. The team handled patent and trade mark matters for a high-profile clientele including Mattel and adidas.

**De Gaulle Fleurance & Associés** provides 'excellent service' and is 'extremely thorough and knowledgeable on trade marks, especially in the entertainment industry'. Frank Valentin, Julien Horn and Louis de Gaulle also act for an extensive clientele in the banking, insurance, IT and art sectors, successfully defending AGF Banque in a case against Caisse d'Épargne regarding the 'Livret A' trade mark. The team also has leading patent expertise in the health sector, winning a patent infringement case for Air Liquide.

**Herbert Smith LLP's** team, led by Alexandra Néri, handles some of the most emblematic cases in the field, regularly defending internet giants. It represented Google before the European Court of Justice in a case regarding its Adword system. It also defended the web search engine in a landmark litigation case against the French and American book publishers, which will rule on copyrights on the internet. The eight-lawyer team also deals with patent and trade mark matters in more traditional sectors. Céline Bey and Sébastien Proust are also recommended.

**Lovells LLP** has good trade mark and patent expertise. Trade mark specialist Marie-Aimée de Dampierre heads the practice, while Dominique Ménard entirely focuses on patent matters, especially in the life sciences, consumer product and energy sectors. The firm also has a leading internet domain name practice with David Taylor. The team advised Honda and Juicy Couture in a trade mark lawsuit against Lancôme.

**Baker & McKenzie SCP's** Jean-François Bretonnière heads up the international team, with Virginie Ulmann also recommended. The practice covers patent litigation and trade marks

## OTHER RECOMMENDED FIRMS

Aklea August & Debouzy BCTG & Associés ◊ De Pardieu Brocas Maffei ◊ Deprez Dian Guignot Lartigue Tournois & Associés Nomos ◊ Taylor Wessing
Alain Bensoussan Altana BMH Avocats ◊ Bersay & Associés ◊ Carbonnier Lamaze Rasle & Associés Carreras, Barsikian, Robertson & Associés Coblence & Associés Cotty Vivant Marchisio & Lauzeral Courtois Lebel DLA Piper DS Avocats Dewey & LeBoeuf ◊ Ernst & Young Société d'Avocats Eversheds LLP Field Fisher Waterhouse Freshfields Bruckhaus Deringer Ginestié Magellan Paley-Vincent Granrut Avocats Jones Day ◊ LMT Avocats ◊ Lamy & Associés ◊ Landwell & Associés Neuilly-sur-Seine Latournerie Wolfrom & Associés ◊ Lefèvre Pelletier & associés ◊ Morgan Lewis Nixon Peabody LLP PDGB Reinhart Marville Torre Simmons & Simmons ◊ UGGC & Associés Veil Jourde Vivien & Associés WAN Avocats White & Case LLP Wilhelm & Associés

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with a 'professional approach balancing techniques and business', acting for French and international clients, including Cisco and Eli Lilly. Highlights included advising Qatari Diar on protecting its trade mark Peninsula.

At **Clifford Chance**, Jean-Frédéric Gaultier leads the practice with Christian Lachèze also recommended. The team handles patent, trade mark and copyright work for clients such as Wyeth, Sagem and Suez Environnement. It also has a prominent clientele in the sport industry.

**Denton Wilde Sapte's** patent and trade mark practice is led by Stephan Naumann whose

'advice is always solid'. The team won a major victory for Instrument Laboratory in a patent infringement dispute regarding blood coagulation devices. It also advised Warner Bros and Colgate-Palmolive on trade mark matters.

The 'wonderful' **Foucaud Tchekhoff Pochet & Associés** impresses: 'Service is quick and precise, contact is warm and the expertise is very professional'. The team, led by Fabrice Lorvo and 'superb lawyer' Antoine Gautier-Sauvagnac, produces 'excellent work', managing trade mark portfolios and handling litigation, notably in the fashion sector.

**Hogan & Hartson MNP's** Xavier Buffet Delmas is developing the team's stand-alone practice, advising on trade mark and patent litigation disputes. Clients include Nutricia, L'Oréal and MySpace.

**Latham & Watkins** covers the full spectrum of IP work under Myria Saarinen and Jean-Christophe Tristant. Emmanuel Baud left the firm for **Jones Day** in 2010. The practice benefits from a diverse client base, including Areva and Pernod Ricard, and further expanded its portfolio in the fashion and media sectors. It successfully represented new client Phildar in a case against a Spanish company owning a registered 'Fildor' trade mark.

At **Linklaters LLP**, practice head Marianne Schaffner continues to develop the stand-alone practice, handling patent litigation and cross-border work. The team also dealt with trade mark issues. Major clients include Johnson & Johnson and Tate & Lyle.

Gérard Delile heads up **Salans'** global practice with David Masson also recommended. The trade mark practice is notable for clients in the luxury sector, while patents are also dealt with, especially in the technology field. Pierre Lubet left the firm for **Altana**.

## Intellectual property

## Boutiques

**Armengaud Guerlain** has a strong reputation for its trade mark practice, with Stéphane Guerlain, and patent expertise from Jacques Armengaud, especially in the pharmaceutical sector.

**Casalonga Avocats'** practice is led by five partners including Arnaud Casalonga and Caroline Casalonga. The ten-lawyer team handles trade mark, patent and domain name work for clients, such as Renault, Heineken and Leroy Merlin. The practice also benefits from its close collaboration with industrial property firm **Bureau D.A Casalonga-Josse**, which provides in-depth technical expertise.

**Cousin & Associés** is regarded for its patent litigation practice, with a very strong expertise in the chemistry, mechanics and pharmacy sectors, notably working alongside precept

## INTELLECTUAL PROPERTY

### Boutiques

Armengaud Guerlain 1  
 Casalonga Avocats  
 Cousin & Associés  
 Escande, Cabinet  
 Gaultier Lakits Szeleper  
 Howrey LLP  
 Véron & Associés

## OTHER RECOMMENDED FIRMS

Antoine & Benoliel, Cabinet  
 Christophe Caron, Cabinet  
 Corinne Champagner Katz  
 Gilbey Delorey  
 Gilles Vercken Avocats  
 Greffe  
 Hollier-Larousse & Associés  
 Jacobacci  
 Lavoix Avocats  
 Borowsky & de Baecque  
 Damien Challamel – Avocat  
 EGAocats  
 Feral-Schuhl/Sainte-Marie  
 Hoffman  
 HugotAvocats  
 Neuer, Cabinet  
 Nicolas Boespflug  
 Pierrat  
 Teissonnière Sardain Chevé

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manufacturers. Pierre Cousin is highly recommended. The team was further enhanced with Sandrine Bouvier-Ravon's recent arrival from **Hollier-Larousse & Associés**.

**Cabinet Escande** is renowned for its trade mark practice, although the firm also handles patent work. The practice has a strong presence in the luxury, food and automotive sectors. Michel-Paul Escande is a leading figure.

The excellent **Gaultier Lakits Szeleper** specialises in industrial property matters, handling trade mark and patent work. The 'astounding' Geoffroy Gaultier has strong litigation expertise.

Few firms in France can rival **Howrey LLP's** patent team. The nine-lawyer group includes some of France's leading patent experts in Marina Cousté and Denis Monégier du Sorbier, a 'high added-value lawyer'. François Jonquères is also recommended. The firm advised Institut Pasteur, Technip and Bouygues on patent infringement matters.

**Véron & Associés** excels in patent litigation. Pierre Véron is a leading figure, while Isabelle Romet, Thomas Bouvet and Sabine Agé are also recommended. Recent highlights include successfully representing Schindler before the

Paris court in the context of its ongoing battle against Otis, and winning a landmark decision for Chiron on the first case brought involving a molecular biology patent.

## Intellectual property

### Patent and trade mark attorneys

This chapter introduces the best patent and trade mark attorneys in France (CPI – Conseils en Propriété Industrielle) who are still part of a distinguished profession from their lawyer counterparts. The CPI firms advise inventors on protecting and exploiting their rights. There are about 828 experts who have the title of CPI. They are divided between engineers, who specialise in patents, and jurists, who deal with trade mark issues.

**Cabinet Beau de Loménie** fields a leading patent practice, the firm managing more than 55,000 patents and registering numerous patent rights in France and Europe. The department, led by Didier Intès, Jean-Jacques Joly, Gérard Portal and Philippe Hubert, is organised around four specialities; mechanics, electronics, chemistry and biology. Trade mark expertise is also high under Aurélia Marie and her team of 15 jurists, who manage around 61,000 trade marks and designs. The firm has some 60 CPI, and has offices in Paris, Lille, Lyon, Marseille, Munich and Duisburg.

Anticipating future market developments, **Lavoix** signed an agreement with law firm **Lavoix Avocats**, formerly Binn & Associés, in 2008 to create one of the few inter-professional networks between CPI and lawyers. The firm has in-depth expertise in biotechnology, pharmacy, chemistry, electronics, physics and new technologies. It has around 60 professionals, providing French and European advice on patents and trade marks with an active patent registration practice. The firm has offices in Paris, Lyon, Toulouse and Chamalières, and recently opened an office in Munich to bolster its activity at European level. The portfolio is drawn from large CAC 40 companies (Alstom, Arcelor, LVMH, Rhodia), foreign groups (Colgate, Richemont) and innovative start-ups.

**Cabinet Plasseraud** combines expertise in patents, trade marks, copyrights, competition law, and handles internet-related matters. In patents, the firm is particularly strong in chemistry, pharmacy, telecoms, electronics and IT. The team includes some 80 engineers and jurists based in Paris and Lyon.

**Regimbeau** is led by ten partners, supervising a team of some 50 experts. The patent practice spans the biotechnology, pharmacy, telecoms, electronics and IT sectors. In trade marks, the firm focuses on the banking, pharmaceutical, advertising, food and

distribution industries. The firm has offices in Paris, Rennes, Lyon and Grenoble.

**Brevalex** has 70 professionals, including 24 engineers. The patent department is led by Gérard Poulin, while Jean-Baptiste Duranton manages the trade mark and design practice. The firm, which has offices in Paris, Grenoble and Toulouse, is recommended for its technology expertise and knowledge of European procedures.

**Bureau D.A Casalonga-Josse** has strong patent expertise in mechanics, electricity, electronics, chemistry and biotechnologies. The firm has a team of some 20 CPI and engineers, who also deal with trade mark and litigation. It has offices in Paris and Grenoble, and solid European capabilities, with a patent team based in Munich and a trade mark group located in Alicante. The practice works in close collaboration with law firm **Casalonga Avocats**.

**Ernest Gutmann – Yves Plasseraud SAS (EGYP)** has around 21 professionals including 17 CPI. The firm is 'reliable' and praised for its 'high quality work', with patent expertise in biotechnologies and genetics, chemistry, mechanics, physics and electronics. It also handles trade marks, and has in-depth knowledge of European procedures. The firm has offices in Paris, Lyon and Alicante.

**Germain & Maureau** has expertise in patents and trade marks, with a sustained trade mark registration practice, notably in the wine sector. The team has 15 engineers who handle patent work in the biotechnology, chemistry and pharmaceutical sectors. Headquartered in Lyon, the firm also has offices in Paris and Saint-Etienne, and in Germany, Spain and Switzerland.

**Cabinet Harlé et Phélip's** patent practice focuses on mechanics, electronics, chemistry and pharmacy. The firm also handles trade mark and design work. Teams are based in Paris and Nantes, and include nine CPI.

**Hirsch Pochart** covers trade mark, patent and litigation work. The firm has built a large

## INTELLECTUAL PROPERTY

### Patent and trade mark attorneys

Beau de Loménie, Cabinet ⊙ 1  
 Lavoix  
 Plasseraud, Cabinet  
 Regimbeau  
 Brevalex 2  
 D.A Casalonga-Josse, Bureau  
 Ernest Gutmann – Yves Plasseraud SAS (EGYP) ⊙  
 Germain & Maureau  
 Harlé et Phélip, Cabinet  
 Hirsch Pochart  
 Novagraaf Technologies SA  
 Santarelli

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