

**Managing  
Intellectual  
Property**

20<sup>TH</sup> EDITION

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***HANDBOOK***

2013

## SURVEY RESULTS

PATENT  
PROSECUTION**TIER 1**

Cabinet Beau de Loménie  
 Cabinet Plasseraud  
 Cabinet Regimbeau  
 Casalonga & Associés  
 Ernest Gutmann-Yves Plasseraud (EGYP)  
 Lavoix  
 Santarelli

**TIER 2**

Germain & Maureau  
 Hirsch & Associés

**TIER 3**

Brevalex  
 Marks & Clerk  
 Novagraaf

PATENT  
CONTENTIOUS**TIER 1**

Allen & Overy  
 Duclos Thorne Mollet-Viéville & Associés  
 Véron & Associés

**TIER 2**

August & Debouzy  
 Armengaud Guerlain  
 Bird & Bird  
 Cousin & Associés  
 Gaultier Lakits Szeleper  
 Gide Loyrette Nouel  
 Hogan Lovells  
 Hoyng Monegier

**TIER 3**

Bardehle Pagenberg  
 Casalonga Avocats  
 Lavoix Avocats  
 Reed Smith  
 Salans

work from an office in Paris. L'Oréal, Dolce & Gabbana and Exxon Mobil are among its key clients.

A highlight on the trade mark side saw Guerlain and Catherine Mateu secure substantial damages for its client after the Court of Appeal ruled its trade mark had been infringed.

The firm's recent patent cases include Armengaud's advice to Packetis in a dispute with a rival packaging manufacturer, Contego.

Bird & Bird's IP team has a solid IP practice divided between its offices in Paris and Lyon. The team has a good deal of experience with five partners, but with two counsel, two senior associates and six associates it also has depth. It represents leading businesses across a range of

industries including film, telecommunications and fashion.

IP head Yves Bizollon is the firm's standout partner for both peers and clients. "He's a very good lawyer: he's very quick, he's very knowledgeable and he also has a good sense of business relevance," says one client.

The firm has made several senior recruitments recently. It moved to replace joint practice head and trade mark expert Isabelle Leroux, who joined Salans in September 2011, hiring Rebecca Delorey and Nathalie Ruffin, formerly name partner and partner respectively with Gilbey Delorey (now Gilbey Legal). Both Delorey and Ruffin focus on enforcement and protection of trade marks and industrial designs in addition to transactional advice.

very good” while the attorneys also “always meet their deadlines”.

A headline matter for the firm sees Luc Santarelli working for Nestlé in various oppositions relating to its patent for Nespresso coffee capsules. He is also heading a team handling oppositions for Airbus.

Véron & Associés focuses solely on patent litigation and this narrow approach has served it well: for many competitors the firm is France’s finest contentious patent practice. It is based in Paris with an additional branch in Lyon. Among its 14 lawyers four are partners, who have expertise in everything from pharmaceuticals to technology, life sciences to telecommunications. Honeywell, Merial, L’Oréal, Nokia and Novartis are some the firm’s key clients.

The firm’s success and reputation is thanks to pure quality. Its founder Pierre Véron is recognised as one of France’s leading patent lawyers and its other three partners, Isabelle Romer, Thomas Bouvet and Sabine Agé, all have outstanding reputations. “They have a very good understanding and they really drill down into the detail, so their arguments are strong,” says one patent attorney of the firm’s partners.

One of the firm’s recent successes saw Romer in court defending Merial against a revocation action launched by Omnipharm. In February 2012 the Court of Appeal upheld a first instance judgement that the revocation was inadmissible.

Bouvet and Véron have been working together for Eurocopter, a helicopter manufacturer, which retained the firm to bring an infringement action against its competitor Bell which it claims has infringed its patent for landing gear.

Boutique Zylberstein & Halpern is renowned for its copyright practice. Revered figure Jean-Claude Zylberstein is highly experienced in representing clients from the film, media and publishing industries.

## Other ranked firms

German mixed IP boutique **Bardehle Pagenberg** has a small team in Paris that is recommended in patent litigation. The firm makes its debut in the rankings after peers highlighted the good work of Julien Fréneaux.

Domestic prosecution firm **Brevalex** is one of the top filers of PCT applications in France and best known for its patent work. Chemistry, life science, physics, electronics and mechanics are the key technical fields it covers. It has a staff of 35 attorneys who work from offices in Paris, Grenoble and Toulouse. Philip Morris, Snemca, Airbus, Astrium and Arvatn have instructed the firm in the past.

**Casalonga Avocats** is an IP boutique focused on litigation, and the contentious arm of Casalonga & Associés. It is younger and less renowned than its predecessor, but it has some interesting cases. The firm’s 11 lawyers, who operate from an office in Paris, cover patent, trade mark, copyright, domain names and competition law.

One of the firm’s notable cases saw Arnaud Casalonga and Marianne Gabriel representing Biogaran in a pharmaceutical dispute with Laboratoires Negma et Médidom which has resulted in more than 17 legal decisions in two years. The firm obtained €3 million in damages for its client.

**Dartevelle Benazerf Merlet Dubest** is a domestic IP boutique known in copyright circles for representing some major French publishers.

**De Gaulle Fleurance & Associés** is a commercial firm with a full-service IP practice that is particularly strong in trade mark litigation. The firm is based in Paris and has a branch in Brussels. It represents clients from the IT, electronics, film, television, music and leisure industries.

**Deprez Guignot & Associés** advises some of France’s leading broadcasters and publishers in copyright and trade marks. Media, advertising and luxury goods are other areas where the