

## INTELLECTUAL PROPERTY

With a view to protect and value assets such as brands, copyrights, performing rights, industrial designs, databases, domain names, patents and know-how, the Firm's IP department has acquired a comprehensive expertise in all the areas of the field of intellectual property law.

### • OUR STRENGTHS

***Our involvement very early in the life of the company*** helps us understand the issues specific to our clients, and enables us to accompany them in the implementation of large-scale projects.

- Anticipation of legal issues
- Reliability of implemented strategies
- Engineering of original contract structures and legal solutions

***Our technical expertise*** allows us to use the tools best suited to protect the interests of our clients. We constantly adapt our skills to the peculiarities related to the new modes of communication. We operate in synergy with the Corporate team during the processes of audit and valuation of our clients' intangible assets:

- Design of strategies to protect, value and defend intangible assets
- Innovative solutions to address the most complex issues
- Implementation of offensive or defensive protection policies

***Our ability to represent you in unprecedented situations:*** we often operate in unprecedented litigation cases and work in collaboration with the industrial property consultants we usually resort to for the research and technical review of certain issues.

- Accurate knowledge of the specifics related to national and international contexts
- Mastery of all conflict resolution procedures (mediation, arbitration, conciliation, UDRP, etc.)
- Perfect understanding of all technical and technological issues

### • AREAS OF EXPERTISE

#### *Brands and Domain Names*

- Brand portfolio audit, domain name audit
- Creation, renewal and filing of trademarks and domain names
- Infringement action and unfair competition action
- Uniform domain name dispute resolution policies
- Drafting and negotiation of agreements (license, assignment of rights, trademark coexistence, domain names, trade names, etc.)
- Trademark opposition proceedings

#### *Patents & Know-how*

- Patent portfolio audit, notably in the context of the disposal or purchase of companies
- Assignment of employee's rights on the patents
- Drafting and negotiation of contracts (license, co-ownership, assignment of a patent, etc.)
- Acquisition and operation of know-how
- Infringement action
- Action for claim to patent

#### *Copyright, databases design and patterns*

- Drafting and negotiation of agreements (in any area: literature, art, fashion, advertising, publication, etc.)
- Infringement action and unfair competition action
- Design of strategies to protect and value intangible assets

## • REFERENCES

### *Publications*

- Chapter France of the manual "Getting the deal through – IP & Antitrust", 2009 & 2010
- "Intellectual property auditing, a key to secure your assets" Magazine IMPULSER – May/June 2007 issue
- "Intellectual property, an asset not to neglect", Capital Finance, September 18, 2006

### *Association members*

- ALAI
- AFPIDA etc.

### *Recent assignments*

AREAS	ASSIGNMENTS
<b>Online video game distribution</b>	Assistance in the <b>auditing and drafting of all the contracts</b> with a distributor of video games online (purchase of rights from publishers, broadcasting contracts concluded with web portals)
<b>Trade association</b>	Provision of advice and assistance in the context of a <b>dispute relating to a book</b> on Serge Gainsbourg
<b>Professional magazines</b>	Provision of advice and assistance to one of the largest publishing groups in Europe for the <b>revision of all the contracts concluded with the authors and journalists</b> and definition of a consistent wage policy for the players, taking into account the <b>exploitation of all works written on digital media</b>
<b>Luxury group specializing in perfume</b>	Assistance in the <b>general policy of valuation and protection of intangible assets</b> , in particular brands. Monitoring of several disputes
<b>Decorating company</b>	Assistance of a leading manufacturer and retailer of interior products in a dispute with one of its competitors on the <b>exploitation of posters as a trademark, logo, decoration</b>
<b>Industrial and Commercial Public Establishment (EPIC)</b>	Assistance of a public institution owner of a <b>very large database</b> constituting an essential facility for the <b>protection and exploitation</b> of the database

## • CONTACT

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