

# The World's Leading Trademark Professionals

## France



**The French trademark scene is thriving, with applications and litigation both on the rise. Commentators observe that registration is not without its challenges, however: “EU case law in particular increasingly favours the defendant in opposition proceedings.” While the traditional division between agencies and law firms still holds true on the French market, the line is slowly blurring as practitioners cater to the needs of global players seeking a one-stop shop service. Large internationals and local boutiques enjoy equal prominence, with a healthy level of competition on the market.**

### Firms

Cabinet Armengaud & Guerlain

Dentons

Duclos, Thorne, Mollet-Vieville & Associés

Gide Loyrette Nouel AARPI

Hogan Lovells

Allen & Overy LLP

Bird & Bird AARPI

De Gaulle Fleurance & Associés

Herbert Smith Freehills LLP

Hoyng Monegier AARPI

Jones Day

Casalonga Avocats

Baker & McKenzie

Cabinet Escande

Clairmont Avocats

Gilbey Legal

Simmons & Simmons LLP

## GOLD

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### Cabinet Armengaud & Guerlain

Cabinet Armengaud & Guerlain stands out from the crowd as a specialised local outfit with an international flavour: "It's a different type of firm - a French IP boutique, but with extraordinarily broad experience and a global outlook". It does everything but filing, securing favourable results for clients embroiled in tricky disputes and providing on-point advice on IP-rich deals. Among its bench of top-calibre lawyers, "vigorous" founding partner **Stéphane Guerlain** "has a vast knowledge of the law and is very visible on the market. He's a major player". **Catherine Mateu** "is an excellent litigator and at the top of the field".

### Dentons

An extensive global network proves a persuasive draw for Dentons' prestigious clientele: household names such as Coca-Cola, Bacardi and L'Oreal are among the fans of the "detailed subject-matter expertise and commercial focus" on offer in its Paris branch. Cutting-edge litigation is a specialty, often involving hot-button issues such as non-traditional marks. Heading the IP and technology practice group, **David Masson** is lauded for his enforcement skills. Veteran litigator **Gérard Delile** now has the role of senior counsel; the respected market figure is a former president of the French Industrial Property Lawyers Association. The "determined" **Isabelle Leroux** is "a very smart lawyer who has great authority vis-à-vis the courts and among her colleagues". "She is someone you can trust with the most difficult cases where there is no clear win. Her knowledge of French and Community trademark law is exceptional and allows for innovative solutions to difficult problems."

### Duclos, Thorne, Mollet-Vieville & Associés

"You know you have a big fight on your hands when you're up against a DTMV lawyer," peers acknowledge. Its practitioners are formidable opponents in disputes and devastatingly effective negotiators on domestic and cross-border transactions; Disney is just one of the A-list patrons that benefit from their winning ways. Name partner **Thierry Mollet-Viéville** is "a great man and fantastic litigator. I think the whole market will agree that he is a leading practitioner". "Brilliant" **Thomas Cuhe** is another astute advocate. The "valuable and knowledgeable" **Eléonore Gaspar** has "a versatile skillset; she is fantastic in court and also in a more prosecution advisory role". **Pascal Lefort** is another "very strong trial lawyer - simply excellent".

### Gide Loyrette Nouel AARPI

Corporate outfit Gide Loyrette Nouel casts an imposing shadow on the French legal scene. "They are a huge competitor on the local market. They are the best - enormously reliable, with excellent technical expertise." **Emmanuel Larere** is a ubiquitous presence, with prominent positions in several IP organisations. "He has decades of experience in the field and is a fabulous

lawyer in all enforcement work, including anti-counterfeiting, where he represents some major brands." **Arnaud Michel** is fellow pillar of the IP community; his years leading Gide's Brussels office have given him an intimate familiarity with the intricacies of European procedure. Although perhaps best known for their patent nous, **Grégoire Triet** and **Raphaëlle Dequire-Portier** also stand out for their commanding performances in national and European trademark disputes.

### Hogan Lovells

"One of the major players in the world", Hogan Lovells enjoys a sterling reputation on the French market. "They are a fantastic local team delivering consistently high-quality services, and of course they have the international muscle of Hogan Lovells behind them." Everything Internet is a specialty of the Paris contingent: the firm's global domain name department is headquartered in the capital. All-rounder **Marie-Aimée de Dampierre** "does both prosecution and litigation extremely well. She is very talented and respected in the IP community, and is a key individual". **David Taylor** "is one of the top handful of domain name attorneys in the world".

## SILVER

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### Allen & Overy LLP

International heavyweight Allen & Overy may shine particularly brightly in the patent sphere, but its trademark offering is not to be underestimated. A robust approach to enforcement has won it a slew of instructions on the anti-counterfeiting and infringement fronts from a roster jam-packed with household names. Leader of the French IP practice **Laëtitia Bénard** also co-chairs the firm's life sciences group worldwide; her insight in the field has recently been in evidence in high-profile litigation. Senior of counsel **Pierre Lenoir** coordinates cross-border suits with a deft hand and has carved a niche in the pharmaceutical sector.

### Bird & Bird AARPI

Bird & Bird is another global player with a powerful presence on the French market. All manner of trademark mandates are ably dispatched, including filing, licensing and enforcement. Starbucks, Abercrombie & Fitch and Yum Brands are just some of the clients that have entrusted it with protection of their crown-jewel assets; it also has a substantial following in the electronics and technology sector. **Rebecca Delorey** boasts a "deep understanding of clients' needs. We consider her a true partner and would rely on her for the most complicated trademark issues". The "terrific" **Nathalie Ruffin** is an anti-counterfeiting whiz: "She has a great relationship with law enforcement and provides thoughtful legal guidance with practical solutions."

### De Gaulle Fleurance & Associés

“De Gaulle is distinguished from its counterparts for its down-to-earth, business-relevant legal acumen and incredibly impressive work ethic. Its lawyers demonstrate exceptional commitment to detail and client-savvy skills; they also have a deep understanding of the law and legal trends in the trademark world.” “Brilliant litigator” **Louis de Gaulle** has “particular expertise in media matters”. **Frank Valentin** is “a superb advocate” with specific know-how in the internet and motion picture sectors; he frequently writes on the IP/IT interface. Software and internet-related disputes are meat and drink to **Julien Horn**, who lectures on litigation strategy at Paris XI University.

### Herbert Smith Freehills LLP

The Paris office of global commercial titan Herbert Smith Freehills has a particular facility for internet-related IP disputes, having notched up a string of victories in that space. Most famously, it successfully represented Google before the European Court of Justice in a headline-grabbing keyword suit. The “fantastic” **Alexandra Néri** “has a very pragmatic approach and is an excellent technician as well, which is important in her specific line of work. She has a great spirit and never lets go”.

### Hoyng Monegier AARPI

The practitioners at domestic boutique Hoyng Monegier “are real specialists; it is easy to recommend as one of the top firms in France for IP”. Offices in four countries give it an edge on pan-continental mandates; while its commercially focused guidance chimes with some of the world’s most recognisable brands, especially in the fashion and media industries. At the helm is **Marie Georges-Picot**, “an exceedingly clever lawyer with a strong personality” who is “totally at ease in complex negotiations. She approaches situations with a big-picture eye which allows her to pay attention to all aspects of the issues, be they legal, business related or tactical”. The “forceful and reliable” **Denis Monégier du Sorbier** “is extremely impressive, with his knowledge of all IP matters and his ability to find solutions to the trickiest riddles”. **Sophie Micallef** is “a marvellous lawyer” who specialises in litigation and enforcement.

### Jones Day

The sweeping global network of this full-service firm spans Europe, the Americas, Australia and Asia. In a country famed for its quality wines and cheeses, the French IP team has developed a real flair for disputes involving geographical indications and appellations of origin. Group leader **Emmanuel Baud** is “a very important player in the French trademark world. He is brilliantly skilled and has been highly successful on some hefty cases”. Equally at home in the courtroom and at the negotiating table, the versatile **Edouard Fortunet** has considerable experience coordinating complex pan-European mandates.

## BRONZE

## Casalonga Avocats

Together with prosecution arm Casalonga & Associés, this boutique provides an A-to-Z trademark service; the depth of its talent pool means there is nothing it cannot handle. Its offering is geared towards international clients, with cross-border enforcement and anti-counterfeiting initiatives particular fortes. US-qualified **Karina Dimidjian-Lecomte** is a top draw for multinationals, while the seasoned **Arnaud Casalonga** has chalked up more than 30 years' experience in intellectual property. "Great practitioner" **Caroline Casalonga** is a regular speaker and author on French and European trademark law.

## Baker & McKenzie

With offices in 74 jurisdictions, Baker & McKenzie has an unparalleled global footprint which draws in abundant instructions for the French contingent. Unsurprisingly, given the firm's supremacy in commercial and corporate law, transactional work is a stronghold. The French IP practice is steered with a steady hand by **Virginie Ulmann**, a shrewd tactician when it comes to the negotiation and drafting of IP agreements; she also lectures on the protection and enforcement of IP rights.

## Cabinet Escande

"Experienced and reputed IP litigation firm" Cabinet Escande is the brainchild of **Michel Paul Escande**, a master of French and European IP law and procedure in the civil and criminal courts. "He has been a key player for many years and remains very active and visible. He is a litigation guru, especially adroit in handling geographical indication and criminal matters."

## Clairmont Avocats

The "creative and pragmatic" lawyers at Clairmont Avocats can answer any trademark question that is thrown at them. "This is a considerable asset, as it means the same person oversees the entire life of your trademark, resulting in a better defence since that person knows the whole history and strategy of your mark. In addition, all their lawyers are truly passionate about their work." **Nicolas Godefroy** boasts "perfect knowledge and understanding of our business needs, combined with a real-world and human approach to the legal issues. He is also strong in arbitral disputes".

## Gilbey Legal

Gilbey Legal dispenses "practical, solution-driven advice with excellent turnaround times". A laser focus on intellectual property has resulted in a team of exceptional practitioners who know the subject inside out. **Richard Gilbey** is one such lawyer, with invaluable in-house experience gained as head of trademarks at major pharmaceutical companies Synthélabo and Sanofi. He shares his expertise with the next generation of lawyers through several teaching posts, and with contemporaries through regular speaking engagements.

## Simmons & Simmons LLP

Simmons & Simmons is another international outfit which has secured a place in the upper echelons of the French market. “Their speed and efficiency, without losing quality, make them a great choice of firm. They also aren’t stuffy - they’re very progressive and modern.” Co-heading the department is the “super-smart” **Sarah Bailey**: “She thinks outside the box and can construct innovative strategies that aren’t bogged down in routine or tradition. She is a trusted trademark adviser and approaches everything with good humour. Her advice is unfailingly thorough, clear and to the point.”

## Agencies

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### Agencies

Cabinet Beau de Loménie

Cabinet Plasseraud

Casalonga & Associés

Germain & Maureau

INLEX IP EXPERTISE

LAVOIX 

Lynde & Associés

Novagraaf France SA

REGIMBEAU

Santarelli 

T Mark Conseils

### Cabinet Beau de Loménie

This cabinet has bureaux in the United Kingdom and Germany to complement its four French offices. Far more than just a filing machine, it offers guidance on strategy, oppositions, transactions and alternative dispute resolution. Running the show is **Aurélia Marie**, who “dishes out outstanding advice and is very appreciative of clients’ needs”.

### Cabinet Plasseraud

Sources line up to praise Cabinet Plasseraud’s slick prosecution operation. “The firm is incredibly well organised and the calibre of all its attorneys is extremely high. We can rely on them to provide quick, clear and client-focused communication with a hands-on approach that quickly

reaches the heart of a legal issue.” Captaining the cohort is **Guylene Kiesel Le Cosquer**, a “very sharp-minded and strategic counsel with decades of experience managing vast international trademark portfolios. She always has the client’s economic perspective in mind”. **Patrick Boyle** “always delivers a superb level of service and professionalism”. He is lauded as “an excellent communicator in the French and English trademark worlds”.

### Casalonga & Associés

The older sister of contentious-focused practice Casalonga Avocats, this agency now has its own bench of dedicated litigators to call upon if needed; as such, it represents one of the strongest local hybrid practices. It also has a filing presence in Munich and Alicante, coming up trumps in the Community trademark filing statistics and drawing in a wealth of international IP-rich clients. Axel Casalonga is a key contact.

### Germain & Maureau

Founded in 1849, Germain & Maureau is a potent force in the non-contentious space, with five offices strategically located throughout the country. It has also established presences in IP hubs Alicante, Munich and Geneva, providing on-the-ground services at an international level. The “exceptionally bright” Bertrand Geofray is “one of the best trademark agents of his generation”.

### INLEX IP EXPERTISE

With seven offices across France, INLEX has the domestic market wired. Impressive linguistic capabilities ensure that it can perform flawlessly abroad; Asia is fast emerging as a particular hotspot for instructions. The agency is home to a number of dedicated sub-departments, such as LEXVALUE, which assesses the value of trademarks; WEBINLEX, which handles internet-related issues; and LEXWINE, which offers expertise in wine and spirits law. **Franck Soutoul** “is great with clients”; he has honed his trademark skills over nearly 30 years in the business.

### ➔ LAVOIX

Like many of its contemporaries, LAVOIX has expanded into neighbouring Germany in order to enhance its continental offering. It prides itself on staying ahead of the curve on trademark developments and publishes an annual IP Barometer analysing trends in French IP practice. It also keeps up to date with technological advances, so that it can spot associated opportunities and potential pitfalls down the road for clients. Attorney at law **Catherine Levalet** has a diverse skillset, with a niche in the transfer and licensing of rights with regard to computer software and websites.

### Lynde & Associés

The practitioners at Lynde & Associés have an encyclopaedic knowledge of the IP regimes in far-flung jurisdictions, especially Hebrew-speaking countries. Its considered, holistic approach to prosecution and bespoke services finds favour with a multitude of local and multinational clients. **Stephan Lynde** founded the outfit in 2004 after several years at an international law firm. He has every angle of non-contentious practice covered, including due diligence, enforcement and transactional advice. **Deborah Vincze** is “a polyglot attorney with an exceptional international view, having practised in Israel, Mexico and France”.

### Novagraaf France SA

Consistently flying high in the French Community trademark and international filing statistics, Novagraaf accounts for a sizeable share of the local prosecution market. It has handled the worldwide portfolios of celebrated brands such as Schweppes, Tommy Hilfiger and the Rolling Stones. Pierre de Boisse is a good first port of call.

### REGIMBEAU

A stalwart of the local market, the “inventive” REGIMBEAU has a glowing reputation: “Their lawyers have incredible technical knowledge and their strong sense of pragmatism serves the interests of their clients. They are the perfect partner.” With a “strong approach to brand management”, **Evelyne Roux** “demonstrates a real commitment to clients’ issues and easily creates a relationship of mutual trust. She is definitely a well-known force in trademark prosecution”.

### ↻ Santarelli

“A niche French firm offering a great, reliable service”, Santarelli can more than hold its own against its international contemporaries. A compact structure has allowed the team to develop specialised skill sets; their advice is consistently razor sharp as a result. French and European trademark attorney **Olivier Thrierr** is a noted teacher and writer alongside his legal practice.

### T Mark Conseils

Continually a front runner in the filing stats, T Mark has made an indelible mark on the prosecution market. Its lawyers stand out for keeping clients’ commercial objectives front and centre of their thinking. Founder **Francois Deschamps** is hailed as “excellent”, while **Valerie Dorey** impresses as “one of the most important agents in the country”; she is president of the Association of Trademark and Design Law Practitioners (APRAM) Committee for International and EU Relations.

## Other recommended experts

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“Excellent litigator” **Muriel Antoine Lalance** opened her own firm, Al Avocats, this year; “She thoroughly deserves a gold ranking.” At BCTG Avocats, **Gaëlle Boret-Pucci** “is very well versed in counterfeiting and enforcement in France and the EU in general. She is also adaptable and has a realistic sense of business”. BARDEHLE PAGENBERG’s **Julien Fréneaux** is “a formidable litigator and his knowledge of procedural law is outstanding. He makes for a very tough opponent”. Benoliel Avocats emerged from the dissolution of Cabinet Antoine & Benoliel; **Sylvie Benoliel-Claux** is president of the APRAM National Trademarks Commission and wins plaudits for her “fantastic analysis”. **Patrice De Candé** of CANDÉ-BLANCHARD-DUCAMP is a “very valuable attorney. He is an outstanding litigator, one of the best trademark lawyers in France; he is tremendously efficient and also a great guy”. **Émilie Grangiens** is head of trademarks at “extremely strong agency” Cabinet Netter, with particular experience of customs seizures and monitoring. Battle-hardened litigator **Myriam Moatty** is highly rated at Cousin & Associés. DLA Piper’s **Laurence Julien-Raes** is “a very hard worker, innovative and close to the client; a brilliant lawyer and litigator”. Dreyfus & associates’ **Nathalie Dreyfus** is “precise, proactive and extremely specialised”. The versatile **Nathalie Hadjadj-Cazier** works across the trademark spectrum at Fieldfisher; she is a lawyer of choice for many foreign counsel. **Richard Milchior** of Granrut Avocats is well acquainted with the workings of Customs and relentless in his pursuit of infringers. Hughes Hubbard & Reed’s **Stefan Naumann** is “a first-class IP litigator. He is extremely successful in winning significant cases and has enormous strength in developing creative defence strategies. He has enormous language capacities, too - it seems as if he has three mother tongues. Plus he has a phenomenal commercial understanding”. “Highly skilled in litigation and trademarks”, **Sophie Havard Duclos** of Laude Esquier Champey “always offers valuable insight and practical opinions. She gives sharp and business-oriented advice”. Laurent & Charras’ **Julien Scicluna** is an authority on domain names. “An expert in trademark prosecution, unfair competition and domain name disputes”, **Guillaume Marchais** heads a team of top-flight practitioners at Marchais & Associés. Another prominent individual at the firm is **Emmanuelle Limouzy**, “superb in all fields of trademark law”. **Alain Berthet** at Promark is noted for his exceptional strategic and prosecution nous.

## Individuals: enforcement and litigation

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**Emmanuel Baud** - Jones Day

**Laëtitia Bénard** - Allen & Overy LLP

**Patrice De Candé** - Candé-Blanchard-Ducamp

**Marie-Aimee de Dampierre** - Hogan Lovells International LLP

**Gérard Delile** - Dentons

**Stéphane Guerlain** - Cabinet Armengaud & Guerlain

**Isabelle Leroux** - Dentons

**Arnaud Michel** - Gide Loyrette Nouel AARPI

**Denis Monégier du Sorbier** - Hoyng Monegier AARPI

**Alexandra Néri** - Herbert Smith Freehills LLP

**Muriel Antoine Lalance** - AL Avocats

**Sylvie Benoliel-Claux** - Benoliel Avocats

**Caroline Casalonga** - Casalonga Avocats

**Arnaud Casalonga** - Casalonga Avocats

**Thomas Cuche** - Duclos, Thorne, Mollet-Vieville & Associés

**Louis de Gaulle** - De Gaulle Fleurance & Associés

**Rebecca Delorey** - Bird & Bird AARPI

**Michel Paul Escande** - Cabinet Escande

**Julien Fréneaux** - BARDEHLE PAGENBERG

**Julien Horn** - De Gaulle Fleurance & Associés

**Emmanuel Larere** - Gide Loyrette Nouel AARPI

**Pascal Lefort** - Duclos, Thorne, Mollet-Vieville & Associés

**David Masson** - Dentons

**Sophie Micallef** - Hoyng Monegier AARPI

**Myriam Moatty** - Cousin & Associés

**Thierry Mollet-Viéville** - Duclos, Thorne, Mollet-Vieville & Associés

**Stefan Naumann** - Hughes Hubbard & Reed

**Nathalie Ruffin** - Bird & Bird AARPI

**Grégoire Triet** - Gide Loyrette Nouel AARPI

**Frank Valentin** - De Gaulle Fleurance & Associés

**Sarah Bailey** - Simmons & Simmons LLP

**Gaëlle Boret-Pucci** - BCTG Avocats

**Raphaëlle Dequire-Portier** - Gide Loyrette Nouel AARPI

**Edouard Fortunet** - Jones Day

**Eléonore Gaspar** - Duclos, Thorne, Mollet-Vieville & Associés

**Marie Georges-Picot** - Hoyng Monegier AARPI

**Nicolas Godefroy** - Clairmont Avocats

**Nathalie Hadjadj-Cazier** - Fieldfisher

**Guylene Kiesel Le Cosquer** - Cabinet Plasseraud

**Pierre Lenoir** - Allen & Overy LLP

**Aurélia Marie** - Cabinet Beau de Loménie

**Catherine Mateu** - Cabinet Armengaud & Guerlain

**Richard Milchior** - Granrut Avocats

**David Taylor** - Hogan Lovells International

**Virginie Ulmann** - Baker & McKenzie

## Individuals: prosecution and strategy

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**Emmanuel Baud** - Jones Day

**Laëtitia Bénard** - Allen & Overy LLP

**Marie-Aimee de Dampierre** - Hogan Lovells International LLP

**Rebecca Delorey** - Bird & Bird AARPI

**Richard Gilbey** - Gilbey Legal

**Emmanuel Larere** - Gide Loyrette Nouel AARPI

**Isabelle Leroux** - Dentons

**Patrick Boyle** - Cabinet Plasseraud

**Thomas Cuche** - Duclos, Thorne, Mollet-Vieville & Associés

**Patrice De Candé** - Candé-Blanchard-Ducamp

**Eléonore Gaspar** - Duclos, Thorne, Mollet-Vieville & Associés

**Stéphane Guerlain** - Cabinet Armengaud & Guerlain

**Sophie Havard Duclos** - Laude Esquier Champey



**Guylene Kiesel Le Cosquer** - Cabinet Plasseraud

**Aurélia Marie** - Cabinet Beau de Loménie

**David Masson** - Dentons

**Richard Milchior** - Granrut Avocats

**Thierry Mollet-Viéville** - Duclos, Thorne, Mollet-Vieville & Associés

**Evelyne Roux** - REGIMBEAU 

**David Taylor** - Hogan Lovells International LLP

**Sarah Bailey** - Simmons & Simmons LLP

**Alain Berthet** - Promark 

**Francois Deschamps** - T Mark Conseils

**Karina Dimidjian-Lecomte** - Casalonga Avocats

**Valerie Dorey** - T Mark Conseils

**Nathalie Dreyfus** - Dreyfus & associés 

**Marie Georges-Picot** - Hoyng Monegier AARPI

**Émilie Grangiens** - Cabinet Netter

**Nathalie Hadjadj-Cazier** - Fieldfisher

**Laurence Julien-Raes** - DLA Piper LLP

**Catherine Levalet** - LAVOIX 

**Emmanuelle Limouzy** - Marchais & Associés

**Stephane Lynde** - Lynde & Associés

**Guillaume Marchais** - Marchais & Associés

**Julien Scicluna** - Laurent & Charras

**Franck Soutoul** - INLEX IP EXPERTISE

**Olivier Thrierr** - Santarelli

**Virginie Ulmann** - Baker & McKenzie

**Deborah Vincze** - Lynde & Associés

