

Demand for trademark services among domestic and foreign companies remains high in France and, accordingly, the market is flourishing. However, as the benefits of prioritising Community trademark (CTM) applications increase, filings before the French patent and trademark office are falling – a reality also reflected in the litigation field. France’s position at the heart of the European Union makes it a prime target for the movement of fake goods – and law firms have to be sharp to react. Although the country already has a well-developed anti-counterfeiting system, some commentators suggest that the authorities could act to seize goods more intelligently. While the legal market remains divided between law groups and trademark agencies, there is some movement towards uniting the two in practice. Many firms are beginning to offer both prosecution and litigation services as the market responds to the changing needs of clients.

Gold: firms

Cabinet Armengaud & Guerlain

Cabinet Armengaud & Guerlain is “a compact boutique that is exquisitely well run and truly deserving of its position in the top tier”. Its litigation prowess is legendary, and the firm has helped to secure vital victories for many of France’s most valuable brands. Elite practitioner **Stéphane Guerlain** leads the charge on the trademark front; the savvy professional is widely feted for his staunch representation of local entities.

Dentons

The much-publicised merger of SNR Denton and Salans has created a major player on the global market. Its French IP division has long been recognised as a trailblazer and is a valuable business partner to domestic and international companies. While prosecution duties feature, high-stakes enforcement operations are a particular speciality; the experienced team robustly defends prestigious global brands such as Coca-Cola, L’Oreal and Le Coq Sportif. “Determined litigator” **Isabelle Leroux** is a standout performer in suits involving everything from unfair competition to IP issues arising from domain names, as well as e-commerce disputes. Fellow contentious whizz **David Masson** wins loud applause from across the continent, while **Gérard Delile** is favoured by marquee clients in the luxury goods and furniture sectors.

Duclos, Thorne, Mollet-Vieville & Associés

Duclos, Thorne, Mollet-Vieville & Associés moves into the gold tier of the *WTR 1000* for the first time thanks to extensive praise from peers: “It is an outstanding unit with skills across the board that make it a strong competitor at the zenith of the

Firms

Cabinet Armengaud & Guerlain

Dentons

Duclos, Thorne, Mollet-Vieville & Associés

Gide Loyrette Nouel AARPI

Hogan Lovells

Allen & Overy LLP

Baker & McKenzie

Casalonga Avocats

de Gaulle Fleurance & Associés

Herbert Smith Freehills LLP

Hoyng Monegier AARPI

Jones Day

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Bird & Bird AARPI

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Cabinet & Antoine Benoliel

Cabinet Escande

Clairmont Avocats

Gilbey Legal

Simmons & Simmons LLP

Agencies

Cabinet Beau de Loménie

Cabinet Plasseraud

Casalonga & Associés

Germain & Maureau

INLEX IP EXPERTISE

LAVOIX

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Novagraaf France SA

Regimbeau

Santarelli

market.” **Pascal Lefort** is tipped as a “brilliant trial lawyer who gives solutions-oriented advice”. The diversely talented professional counsels across the IP spectrum. Seasoned attorney **Thierry Mollet-Viéville** garners similar acclaim for his tried-and-tested contentious abilities and has long been hailed as a leader in the field. The strategic nous of **Eléonore Gaspar** has caught the eye of many brand-rich corporations, while **Thomas Cuche** displays excellence in matters ranging from unfair competition to design law in addition to his stellar trademark function.

Gide Loyrette Nouel AARPI

A French law firm with a strong worldwide presence, Gide Loyrette Nouel is a hot favourite among world-class multinationals. Its trademark litigation and anti-counterfeiting work is some of the strongest around and the IP division benefits from the diverse skills of colleagues from other legal disciplines. Leading figure **Emmanuel Larere** remains at the top of his game and “lays a steady hand on the litigation tiller”. Fellow trial specialist **Arnaud Michel** is roundly lauded for his contentious acumen, an attribute also readily assigned to acclaimed colleague **Grégoire Triet**. Since joining in 2012, **Raphaëlle Dequire-Portier** has distinguished herself by excellence in cross-border mandates.

Hogan Lovells

Internationally revered outfit Hogan Lovells is one of France’s premier trademark service providers. Business-critical transactions and disputes are its

bread and butter and, with arguably the deepest bench around, it has the capacity to handle many large-scale briefs concurrently. Blue-chips and high-end brands also seek its authority on filing, which it dispatches at a level that few of its competitors can match. In **David Taylor**, the collective has “a world leader in domain name issues – an outstanding trademark practitioner who is operating at the zenith of the field”. IP, media and technology chief **Marie-Aimée de Dampierre** has a cosmopolitan practice that focuses on the multi-jurisdictional protection of brands.

Silver: firms

Allen & Overy LLP

Highly distinguished for its patent work, Allen & Overy’s Paris office is also a formidable presence on the trademark scene. Instructions flood in from the world’s leading brand owners; the team is famed for its seamless coordination with its offices abroad, as well as for the welcome efficiency which it brings to crucial matters. Litigation is no doubt a forte – it has fought the corners of giants in the pharmaceutical and technology industry of late – and anti-counterfeiting actions are conducted at a similarly lofty level. “Among the most brilliant IP lawyers in Europe”, **Laëtitia Bénard** is the star of the show, with unequalled trial experience. **Pierre Lenoir**’s contentious excellence has lately been called upon in a string of important suits.

Baker & McKenzie

Baker & McKenzie has had an IP group in the French capital for over 20 years and brings this deep local integration to bear on a host of trademark issues. Enforcement and litigation duties for French and foreign companies are the order of the day and its commercially minded ethos is a great boon to rights holders. Prosecution and portfolio management duties are another speciality, and the unit has a sterling track record of extracting value from marks. Longstanding figurehead **Jean-François Bretonnière** is a renowned trademark guru. The drafting and negotiation of intellectual property agreements is a mainstay of **Virginie Ulmann**’s practice.

Casalonga Avocats

Through close cooperation with prosecution group Casalonga & Associés, the litigation and transactional experts at Casalonga Avocats deliver