

Individuals: enforcement and litigation

Emmanuel Baud
Jones Day (Paris)

Laëtitia Bénard
Allen & Overy LLP (Paris)

Caroline Casalonga
Casalonga Avocats (Paris)

Patrice De Candé
Candé-Blanchard-Ducamp (Paris)

Marie-Aimée de Dampierre
Hogan Lovells International LLP (Paris)

Gérard Delile
Dentons (Paris)

Stéphane Guerlain
Cabinet Armengaud & Guerlain (Paris)

Isabelle Leroux
Dentons (Paris)

Arnaud Michel
Gide Loyrette Nouel AARPI (Paris)

Denis Monégier du Sorbier
Hoyng Monegier AARPI (Paris)

Alexandra Néri
Herbert Smith Freehills LLP (Paris)

Muriel Antoine Lalancé
Cabinet & Antoine Benoliel (Paris)

Jean-François Bretonnière
Baker & McKenzie (Paris)

Arnaud Casalonga
Casalonga Avocats (Paris)

Thomas Cuche
Duclos, Thorne, Mollet-Vieville & Associés (Paris)

Louis De Gaulle
de Gaulle Fleurance & Associés (Paris)

Rebecca Delorey
Bird & Bird AARPI (Paris)

Michel Paul Escande
Cabinet Escande (Paris)

Julien Horn
de Gaulle Fleurance & Associés (Paris)

Emmanuel Larere
Gide Loyrette Nouel AARPI (Paris)

Pascal Lefort
Duclos, Thorne, Mollet-Vieville & Associés (Paris)

David Masson
Dentons (Paris)

Sophie Micallef
Hoyng Monegier AARPI (Paris)

Myriam Moatty
Cousin & Associés (Paris)

Thierry Mollet-Vieville
Duclos, Thorne, Mollet-Vieville & Associés (Paris)

Stefan Naumann
Cabinet Hughes Hubbard & Reed (Paris)

Nathalie Ruffin
Bird & Bird AARPI (Paris)

Grégoire Triet
Gide Loyrette Nouel AARPI (Paris)

Frank Valentin
de Gaulle Fleurance & Associés (Paris)

Sarah Bailey
Simmons & Simmons LLP (Paris)

Sylvie Benoliel-Claux
Cabinet & Antoine Benoliel (Paris)

Raphaëlle Dequire-Portier
Gide Loyrette Nouel AARPI (Paris)

Edouard Fortunet
Jones Day (Paris)

Eléonore Gaspar
Duclos, Thorne, Mollet-Vieville & Associés (Paris)

Marie Georges-Picot
Hoyng Monegier AARPI (Paris)

Nicolas Godefroy
Clairmont Avocats (Paris)

Nathalie Hadjadj-Cazier
Field Fisher Waterhouse (Paris)

Guylene Kiesel Le Cosquer
Cabinet Plasseraud (Paris)

Pierre Lenoir
Allen & Overy LLP (Paris)

Aurélia Marie
Cabinet Beau de Loménie (Paris)

Richard Milchior
Granrut Avocats (Paris)

David Taylor
Hogan Lovells International LLP (Paris)

Virginie Ulmann
Baker & McKenzie (Paris)

outstanding holistic trademark protection. The illustrious squad forges long-lasting relationships with clients, thanks to its dedication to cost efficiency and to positioning itself as a key business partner. In undertaking instructions from a mix of domestic and foreign entities, the team adroitly blends solid local schooling with a distinctly international outlook. With decades of experience between them, **Arnaud Casalonga** and **Caroline Casalonga** are two of France's most respected lawyers. All-round IP star **Karina Dimidjian-Lecomte** is qualified to practise in both Paris and New York, and is correspondingly favoured by European and US brand owners.

de Gaulle Fleurance & Associés

Commercial ensemble de Gaulle Fleurance & Associés is also home to a redoubtable cross-border IP practice. The trademark division shines on transactional and litigation briefs and – with ever more instructions flooding in – is showing impressive growth. Firm-wide recognition of intellectual property as a key business asset ensures that commercial interests are always at the fore. Venerable practitioner **Louis De Gaulle** is the leading light; his considerable experience in trademarks and his understanding of

complementary issues such as information technology and corporate law make him a valuable commodity. **Julien Horn** has a similarly diverse knowledge base and a solid track record in planning and monitoring mass litigation campaigns globally. The “charming and knowledgeable” **Frank Valentin** is a key member of the contentious unit.

Herbert Smith Freehills LLP

Herbert Smith Freehills conducts the full suite of trademark services at a world-class level. The protection and enforcement of IP rights is a mainstay for the “competitive and efficient” trademark team; through close collaboration with colleagues in other practice groups, it also offers sound counsel on a host of ancillary issues. This wide span of abilities – coupled with its extensive international reach – helps it to win instructions from top-flight companies from a wide range of industries. The “simply outstanding” **Alexandra Néri** is noted for her staunch representation in key courtroom fights.

Hoyng Monegier AARPI

“Apart from having huge expertise and being able to deliver very clear and pragmatic advice, Hoyng Monegier’s strength is built around a keen understanding of a client’s needs and a business savvy that makes it great to work with.” Litigation, infringement and unfair competition matters are its meat and drink. Its footprint across the European Union through a network of five-star offices is a valuable benefit for its many multinational patrons. “Premier talent” **Denis Monégier du Sorbier** is a master litigator “whose excellent bedside manner makes him a favourite with in-house counsel”. **Marie Georges-Picot** and **Sophie Micallef** round off a quality line-up; both have “time and again proved to be invaluable in the most complex trademark issues”.

Jones Day

Pan-continental player Jones Day has an elite trademark operation in Paris that offers much more than mere commercial support. Its effective enforcement efforts have caught the attention of peers; it recently defended Europcar’s AUTOLIBERTE mark and conducted anti-counterfeiting actions for Abercrombie & Fitch. The group is also a market leader on geographical indication issues and ensures the continued protection of many of France’s most celebrated exports. Few individuals receive the same levels of praise as **Emmanuel Baud**: “He is a wonderful

lawyer who you can trust on anything. He is incredibly industrious and blessed with immense technical skill and a keen business mind.”

Edouard Fortunet advises on the protection, creation and enforcement of IP rights for a mixed clientele.

Bronze: firms

Bird & Bird AARPI

Having recently taken on new partners, Bird & Bird's new-look IP unit is already making waves through exceptional performances in a string of high-profile cases. Through its broad skills in both contentious and non-contentious matters, it offers a holistic approach to brand management and its shrewd strategic insight is highly prized by household names such as Starbucks, KFC and Pizza Hut. The esteemed **Rebecca Delorey** has proved her mettle on complicated multi-jurisdictional disputes. The anti-counterfeiting nous of keen litigator **Nathalie Ruffin** has won her many fans: “She provides targeted, concrete answers supported by extensive knowledge of a client's company and is very pragmatic.”

Cabinet & Antoine Benoliel

The “talented and hugely intelligent” trademark division at Cabinet Antoine & Benoliel is among the most focused units around. Its IP litigation skills are widely acclaimed and, with complementary expertise in unfair competition and advertising law, its brand protection capabilities are impressive. Tenacious litigator **Muriel Antoine Lalance** “deserves to be recognised among the best in the country”, while **Sylvie Benoliel-Claux** wins loud applause for her drive for success.

Cabinet Escande

Well-reputed outfit Cabinet Escande has long been a favourite of domestic brand owners. Its estimable track record in complex suits ensures a steady influx of new instructions, while its tactical brilliance is brought to bear on the development of many valuable portfolios. Famous fashion and luxury brands form the body of **Michel Paul Escande's** client base; the impressive practitioner is singled out for his persuasive litigation abilities.

Clairmont Avocats

The compact, elite team at Clairmont Avocats provides cradle-to-grave trademark solutions. Customs intercepts and unfair competition

actions – as well as portfolio management and national and international filing – all feature on a busy schedule. Its extensive range has been put to good use by Canal+ on both prosecution and enforcement activities. With decades of practice behind him, litigator **Nicolas Godefroy** is a valuable asset.

Gilbey Legal

The outstanding **Richard Gilbey** is the main attraction at notable outfit Gilbey Legal. “Few would have any hesitation referring to him – he is extremely dedicated and is an incredibly smart lawyer.” Oppositions and anti-counterfeiting actions are a staple of the trademark operation, although its counsel across the spectrum of brand protection is also finely honed. The unit has strong ties to the United Kingdom and is a welcome presence on the continent for globally minded companies.

Simmons & Simmons LLP

The Paris office of global outfit Simmons & Simmons is “diligent, attentive to the details of a case and always responsive – the kind of firm that you wouldn't hesitate to recommend”. Its protection of many of the biggest brands in the fast-moving consumer goods, cosmetics and transport industries is steadfast. Leading the charge is the top-rated **Sarah Bailey**, a French-qualified lawyer who is also a certified solicitor in the United Kingdom. Her advice on all aspects of the creation, exploitation and protection of marks is invaluable to patrons.

Recommended: agencies

Cabinet Beau de Loménie

While filing and prosecution remain the mainstay of Beau de Loménie's output, the skilled team is now taking on an increasing number of contentious briefs, including pre-litigation advice. It houses one of the largest trademark departments of any agency and accordingly files a significant number of marks – including a large volume of CTMs. The group is distinguished by its ability to anticipate the needs of clients. **Aurélia Marie** is the figurehead, whose thought leadership on both contentious and non-contentious issues puts her head and shoulders above the competition.

Cabinet Plasseraud

Cabinet Plasseraud is widely acclaimed for its industry-leading patent practice, but its

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De Candé- Blanchard (Paris)

Stéphane Guerlain

Cabinet Armengaud & Guerlain (Paris)

Gyulene Kiesel Le Cosquer

Cabinet Plasseraud (Paris)

Aurélia Marie

Cabinet Beau de Loménie (Paris)

David Masson

Dentons (Paris)

Richard Milchior

Granrut Avocats (Paris)

Thierry Mollet-Viéville

Duclos, Thorne, Mollet-Vieville & Associés (Paris)

Evelyne Roux

Regimbeau (Paris)

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David Taylor

Hogan Lovells International LLP (Paris)

Sarah Bailey

Simmons & Simmons LLP (Paris)

Alain Berthet

Promark (Paris)

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Patrick Boyle

Cabinet Plasseraud (Paris)

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Karina Dimidjian-Lecomte

Casalonga Avocats (Paris)

Nathalie Dreyfus

Dreyfus & associés (Paris)

Sophie Havard Duclos

Laude Esquier Champey (Paris)

Eléonore Gaspar

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Laurence Julien-Raes

DLA Piper UK LLP (Paris)

Catherine Levalet

LAVOIX (Paris)

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Emmanuelle Limouzy

Marchais & Associés (Paris)

Julien Scicluna

Laurent & Charras (Dardilly)

Virginie Ulmann

Baker & McKenzie (Paris)

trademark operation is similarly superb. It conducts vital prosecution activities for predominantly domestic companies, although it also draws in instructions from Asia and North America. As well as filing and maintenance, the unit provides insightful counsel on the business implications of IP actions. Seasoned practitioner **Gyulene Kiesel Le Cosquer** is key to the firm's