



France

The French market remains relatively stable: while filings are still slow, there have been signs of revitalisation in the contentious sphere. Pressure on fees has been counterbalanced by a flight to quality as clients increasingly return to the premium firms listed in these tables, unconvinced by the quality of service on offer at cheaper alternatives. As elsewhere, domain name issues and AdWords are hot topics of the moment. Certain legislation has also been earmarked for an overhaul under the Hollande administration; however, this is expected to have only a marginal impact on trademark practice.

GOLD

Cabinet Armengaud & Guerlain

“Potent domestic practice” Cabinet Armengaud & Guerlain is one of France’s foremost IP litigation boutiques; its quality and narrow focus on advocacy make it “extremely visible in its niche”. Of its three partners, **Stéphane Guerlain** has the highest profile for trademarks issues. One of the leading operators on the French market, name partner Guerlain is “known to all and acknowledged as a pre-eminent figure in this field”.

Cabinet Gaultier Lakits Szeleper

While most often mentioned for its strength in patents, Cabinet Gaultier also boasts a “cast-iron” trademark offering and takes its place alongside the likes of Cabinet Armengaud & Guerlain at the head of the litigation table. One of France’s most senior and revered IP litigators, **Geoffroy Gaultier** draws on his vast wealth of experience to remain “one of the most dangerous courtroom opponents there is”. **Anne Lakits Josse** and **Dariusz Szeleper** are hotly tipped up-and-comers who “take great care and come very much recommended”.

Gide Loyrette Nouel AARPI

Gide cuts a distinctive dash on the scene, as one of the few French-originating full service firms with a very strong IP offering. It assist a long list of globally recognised rights holders on their most challenging and important matters. “We see Gide all the time,” say peers, who identify it as “a major player, with one of the most competitive and competent operations in the country”. Lauded figure **Emmanuel Larere** “gets onto many of the most interesting cases”, while all-rounder **Arnaud Michel** runs a “first-class” practice. “Outstanding litigator” **Grégoire Triet** is another popular professional. **Raphaëlle Dequire-Portier** joined the partnership in January 2012; her proactivity and linguistic skills are a boon to clients both within and outside France.

Hogan Lovells International LLP

pantheon of top-rated trademark practices, deftly juggling conventional filings and litigation with expertise at the cutting edge of internet-related

Law firms

Cabinet Armengaud & Guerlain

Cabinet Gaultier Lakits Szeleper

Gide Loyrette Nouel AARPI

Hogan Lovells International LLP

Salans

Allen & Overy LLP

Baker & McKenzie

Casalonga Avocats

de Gaulle Fleurance & Associés

Duclos, Thorne, Mollet-Vieville & Associés

Gilbey Legal

Herbert Smith Freehills LLP

Hirsch & Associés

Hoyng Monegier LLP

Antoine & Benoliel

Bird & Bird AARPI

Cabinet Escande

Jones Day

Simmons & Simmons LLP

Taylor Wessing

branding issues. Undoubtedly the trailblazer in this area, it receives a stream of instructions from e-commerce blue-chips; it also relishes tricky mandates such as the registration of single-letter domain names. All strands of the practice draw upon deep, stable benches that continue to see steady growth; brand owners' needs are met by "a great team of considerable strength". Co-managing partner and head of the Parisian IP, media and technology unit **Marie-Aimee De Dampierre** focuses on general filing and litigation and is esteemed as "one of the most skilled operators around". "A persuasive advocate with a remarkable grasp of the practicalities and business drivers", **David Taylor** focuses on online issues; he is "responsive to problems, mindful of nuances and excellent at addressing all the problems at hand".

Salans

The "spectacular" **Isabelle Leroux's** high-profile arrival from Bird & Bird in 2011 continues to make waves. "A major asset", she has now bedded in and the firm's position as "one of the greats" is assured. Leroux brought with her a proficient team and a roster of prestigious patrons, including one of France's most famous fashion brands, bolstering Salans' already deep expertise and clientele. The full complement of trademark issues is addressed, with the emphasis falling on disputes. "Really positive communications from the lawyers and an international outlook" are highlights, according to commentators. Litigator and counsellor **Gérard Delile** is "a deeply experienced expert", while IP, technology and communications group head **David Masson's** "diligence really pays off when litigating difficult cases".

SILVER

Allen & Overy LLP

Famed for its prodigious patent offering, Allen & Overy (A&O) also has a growing presence in trademark litigation, with its sights trained on high-value, complex and risky disputes that require its "very precise and detailed" services. It recently demonstrated its prowess in a headline-grabbing infringement suit for GlaxoSmithKline (GSK) concerning the use of its trademark by a generic company in promotional documents. A&O inspires great loyalty in patrons, who confide that the magic circle outfit "cultivates some of the best client relationships of any law firm: it is a real pleasure to deal with and knows how to defuse the most stressful situations". The much-admired **Laëtitia Bénard** took the lead on the GSK brief; **Pierre Lenoir** is another seasoned litigator and "important player".

Baker & McKenzie

Baker & McKenzie is arguably the most powerful global force in trademark services. Its Paris offering reflects the style adopted across the network, balancing the global needs of household-name brand owners with sensitivity to local concerns. The "well-integrated, top-quality" team's sweet spot is sophisticated, cutting-edge work. Many mandates concern novel issues arising in the online and media spaces; the protection of non-traditional marks – notably in the fashion and retail industries – is another strength. Stalwart **Jean-François Bretonnière** is "one of the most reliable guys on the scene", while **Virginie Ulmann** is "a rising star".

Casalonga Avocats

The core competencies of Casalonga Avocats are IP litigation, anti-counterfeiting and transactions, complementing the formidable prosecution offering at sister operation Casalonga & Associés. Commentators describe it as "a truly superb boutique" and "a strong presence on the scene". Foreign companies and domestic household names alike avail of its expertise across a broad range of trademark issues. **Caroline Casalonga** and **Arnaud Casalonga** are leading lights who are held in great esteem.

de Gaulle Fleurance & Associés

Founded in 2001, this forward-thinking commercial ensemble of 25 partners provides a diverse range of services to entities in the retail, media, real estate and toy sectors, among others. Lawyers referring mandates to the four trademark-centric partners appreciate their "very business-focused style". Guidance on issues from filing to litigation is provided from a single unit – a commercially effective model that is still in its infancy in the French market. **Louis De Gaulle** "continues to do extremely well", while **Julien Horn's** forte is anti-counterfeiting and related online activities; both are recognised for advising leading brand owners. **Frank Valentin** "displays charm, flair and panache in his bedside manner, and his advice is of a lofty standard".

Duclos, Thorne, Mollet-Vieville & Associés

"An excellent traditional French IP boutique", Duclos, Thorne is tipped as one of the most competitive operations of its kind and has amassed an enviable following of domestic and foreign brand owners. Of its eight partners, several stand

out for their specialist expertise in trademark litigation. Among them is old hand **Thierry Mollet-Viéville**: he is “absolutely magnificent in court” and one of the most venerable names in the field. **Thomas Cuche** brings an “exacting and swift” approach to proceedings, while **Eléonore Gaspar** demonstrates “great skill in providing strategic guidance” and **Pascal Lefort** “always finds an innovative way through difficult problems”.

Gilbey Legal

Commentators herald the “top-drawer finesse and very loyal following” of this compact offering. Oppositions and anti-counterfeiting campaigns occupy much of its time at present, though it addresses all needs of brand owners: name partner **Richard Gilbey** focuses on disputes and prosecution. Many instructions originate from the United Kingdom, the homeland of Gilbey – his culturally familiar style is complemented by in-depth local expertise.

Herbert Smith Freehills LLP

As part of a large, full service commercial operation, Herbert Smith’s Parisian IP crew benefits from close collaboration with other practice groups, such as competition, that intersect with the protection and enforcement of IP rights. This holistic approach, combined with the firm’s growing international capacity, means that clients can expect some of the most sophisticated advice available. Exemplifying the Herbert Smith house style is one of the most renowned and talented lawyers in the field, the “amazing” **Alexandra Néri**. “Ever aggressive yet professional” in the courtroom, Neri has sealed her reputation with a string of notable cases for key client Google.

Hirsch & Associés

IP boutique Hirsch & Associés’ reputation may rest on its patent litigation prowess, but its capabilities in trademark enforcement are similarly lauded: it is regarded as “one of the premier addresses in France for representation in branding suits”. It also has a respected prosecution desk, enabling it to offer the gamut of trademark services. **Marc Roger Hirsch** is hailed for his all-round dexterity in intellectual property. The “efficient” **Gérard-Gabriel Lamoureux** is similarly praised for his depth of experience and skill in handling disputes.

Hoyng Monegier LLP

Founded in early 2011, Hoyng Monegier has “really taken off during its 18 months of existence”. It has had a solid base to build upon: its founders can trace their partnership back to their time first at Linklaters, then Howrey and now Hoyng. The tightly knit, efficient troop thus continues to assist companies that it has served consistently for many years. Rights holders appreciate its “thought leadership and creativity on complex and sensitive projects” across the board, although litigation comprises the lion’s share of its work. Patent disputes are at the core of **Denis Monégier du Sorbier**’s practice, though “his immense reputation attracts a lot of trademark projects”; he is an “excellent, invaluable and muchappreciated” asset to clients. Brand-focused **Marie Georges-Picot** “blends pragmatism, responsiveness and knowledge to make her a pleasure to deal with”.

BRONZE

Antoine & Benoliel

Antoine & Benoliel debuts on the table with strong recommendations from gold-tier peers. It is a sound choice for French brand owners looking to protect and enforce their marks, both at home and worldwide. The “superb” **Muriel Antoine Lalance**’s contentious and transactional work garners plaudits; she is joined by **Sylvie Benoliel-Claux**, another “extremely good, proficient and notable” professional.

Bird & Bird AARPI

Change is afoot at Bird & Bird following the departure of Isabelle Leroux to Salans. In February 2012 Valérie Budd joined as counsel from Nixon Peabody in a move which should help to re-establish the group’s heavyweight status. She was followed in December 2012 by **Rebecca Delorey**, newly arrived with her team from Gilbey Delorey, adding further depth to the squad. The firm is “active and dependable across the spectrum of trademarks”.

Cabinet Escande

“A great firm with a high level of activity”, Cabinet Escande continues to build on its longstanding reputation for excellence. Its adept management of high-value disputes attracts instructions on some of the most talked-about cases, and it has recently been involved in a number of suits for one of France’s most celebrated fashion and luxury brands. **Michel Paul Escande** is “a very reliable professional and among the best for litigation”.

Jones Day

Jones Day's Paris IP team can leverage on the firm's international platform to assist household-name marques with their toughest cases. The team is compact, with **Emmanuel Baud** the only partner who devotes significant time to trademarks; however, he is held in such high regard that the group as a whole has made significant gains in prominence since his arrival from Latham & Watkins in early 2010. "Pragmatic and great at dealing with disputes", Baud has a broad remit, though his specialist command of protected geographical indications – particularly appellations of origin – makes him a popular figure in the beverage industry.

Simmons & Simmons LLP

Simmons & Simmons enters the table with a nimble and responsive Parisian offering that serves the needs of globally recognised companies in the food and beverage, energy and cosmetics fields, among others. The full array of issues is handled, with English and French-qualified lawyer **Sarah Bailey** leading the charge. She is garlanded with praise by peers and clients, who value her ability to help them to navigate proceedings in France.

Taylor Wessing

A major presence on the European scene, Taylor Wessing has a suitably strong outpost in Paris. Partners Dominique Mallo Saint-Jalmes and Simon Christaën respectively focus on non-contentious issues and litigation ensuring that foreign and domestic brand owners receive the full suite of services. Patrons include globally recognised airlines, pharmaceutical producers, automotive manufacturers and food and beverage companies.

GOLD

Cabinet Beau de Loménie

Community trademarks (CTMs) are at the heart of "dependable and noteworthy" Cabinet Beau de Loménie's offering. Precision and practicality are oft-cited attributes that place it in high demand, which is met by 15 professionals operating across all industries. It is currently assisting a construction company on a major rebranding exercise, a project which typifies the challenging briefs on which it thrives. Heading the trademark, design, domain name and copyright department, **Aurélia Marie** can take much of the credit for the cabinet's recent success. Her "incredible expertise in CTMs and efficient, all-business approach" have come to characterise the operation as a whole.

Cabinet Plasseraud

With a history stretching back over a century, Cabinet Plasseraud continues to operate at the cutting edge of prosecution, assisting electronic and e-commerce blue-chips alongside its more traditional clientele of cosmetics, luxury goods and retail companies. The tightly knit squad places prosecution at the core of its activities, though it is also ramping up its litigation and contract drafting capabilities. Peers have "immense professional respect" for head of department **Guylene Kiesel Le Cosquer**. She benefits from nearly 30 years in the market and is widely admired for her efforts on oppositions.

Lavoix

Elite prosecution shop Lavoix attracts regular instructions from world-renowned luxury, electronics, fast-moving consumer goods and travel companies. "If you want the best in France, you need Lavoix," according to lawyers from overseas; locally, it is similarly esteemed. It filed or renewed over 2,000 marks in 2011 and has almost 30,000 marks under its stewardship at any one time. It also has a legal arm, ensuring that its offering spans the trademark spectrum. "Smart, pragmatic and a great collaborator", European trademark and design attorney **Catherine Levalet** "has to be mentioned".

Regimbeau

Regimbeau ranks among the premier prosecution outfits; the bench depth of its "truly excellent" team enables it to maintain an impressive volume of filing. "Great" **Evelyne Roux** is the main draw. "She has an incredibly efficient way of working," clients enthuse.

Santarelli

Trademark agents

Cabinet Beau de Loménie

Cabinet Plasseraud

Lavoix

Regimbeau

Santarelli

Casalonga & Associés

Germain & Maureau

INLEX IP EXPERTISE

Novagraaf France SA

Completing the quintet of leading trademark prosecution outfits, Santarelli “has the critical mass to handle the biggest and most valuable portfolios”. It is revered for both the quality and quantity of its work, marking it out as “highly efficient and prominent”. Demonstrating its capacity, it recently did “an incredibly good job” on a major rebranding in the hotel sector. Eric Le Bihan and Olivier Thierri co-head the trademark unit.

SILVER

Casalonga & Associés

Dating back to 1867, the historied Casalonga & Associés counts founding-family member Axel Casalonga as its senior partner. It is the prosecution arm of the Casalonga group of firms and works alongside filing operations in Munich, Alicante and Grenoble; these astutely placed sites are invaluable in representation on CTM issues, for which Casalonga is particularly feted. It is a prolific filer; brand owners in the hotel and media sectors are among those who have recently benefited from its sophisticated know-how in the field.

Germain & Maureau

Headquartered in Lyon, Germain & Maureau also has sites in Paris, Marseille and St Étienne in France. Further afield, outposts in Geneva, Munich and Alicante cement its ability to handle CTMs for companies across France and the continent. Founded in 1849, today it is well reputed for its “longstanding tradition of excellence”, particularly in prosecution. Georges Bernard is one of the firm’s most senior figures.

INLEX IP EXPERTISE

This “very commendable” prosecution shop continues to grow and to win instructions both from domestic rights holders and from a network of quality correspondents across Europe, who appreciate the sterling quality of its services. Its strength and “high level of visibility” on the market are attributed to partners Franck Soutoul and Eric Schahl.

Novagraaf France SA

Novagraaf has a “huge presence and reputation”; its reliability and practised handling of large portfolios have proved major selling points. A web of offices extends across the United Kingdom, the Netherlands, Belgium, Switzerland and France, and the firm is thus a top choice for issues relating to CTMs. Franc Enghardt is the managing consultant dealing with trademarks.

Other recommended experts

Promark’s **Alain Berthet** is an expert prosecutor, with many successful cancellations and oppositions to his name. His “commercially aware” style has earned favour with numerous US-based attorneys referring issues into France. At Reed Smith, **Marina Cousté** is “a brilliant partner to have on your side in a tough case”. Her core activity may be patent litigation, but her skills in trademarks are such that one of the world’s best-known brand owners entrusts her with all of its French instructions. **Patrice de Candé** recently founded de Candé-Blanchard and is already enjoying a stream of significant work, including plenty of peer referrals. The “great” **Nathalie Dreyfus** founded Dreyfus & associés in 2004. She takes an “adaptable, forward-thinking” approach to a wide range of trademark matters. Winston & Strawn’s **Nathalie Hadjadj-Cazier** has a thriving transactional practice and is hailed for her strategic nous. She is particularly adept on issues relating to geographical marks, labelling and origins of wines and spirits. **William James Kopacz** of Law Offices WM James Kopacz clients and peers from the United States, Germany and the United Kingdom. “His determination and amazing ability to present successful cases” win him many admirers. At Cabinet Pascale Lambert & Associates, “very skilled trademark attorney” **Pascale Lambert** continues to build on his sterling reputation. “Absolutely fantastic on clearance and enforcement”, Marchais & Associés’s **Emmanuelle Limouzy** is a hit with US lawyers seeking a French referral practice – “clients are immensely impressed” with her support. **Richard Milchior** of Granrut Avocats is “an extremely good lawyer and a nice guy”. At Cousin & Associés, the “totally great” **Myriam Moatty** is hailed for her litigation expertise. The estimable **Stefan Naumann** heads the IP group of Hughes Hubbard & Reed’s Paris wing.

Individuals: enforcement and litigation

Emmanuel Baud

Jones Day

Laëtitia Bénard

Allen & Overy LLP

Caroline Casalonga

Casalonga Avocats

Marie-Aimee De Dampierre

Hogan Lovells International LLP

G rard Delile

Salans

Geoffroy Gaultier

Cabinet Gaultier Lakits Szeleper

St phane Guerlain

Cabinet Armengaud & Guerlain

Isabelle Leroux

Salans

Arnaud Michel

Gide Loyrette Nouel AARPI

Denis Mon gier du Sorbier

Hoyng Monegier LLP

Alexandra N ri

Herbert Smith Freehills LLP

Jean-Fran ois Bretonni re

Baker & McKenzie

Arnaud Casalonga

Casalonga Avocats

Marina Coust 

Reed Smith

Thomas Cuche

Duclos, Thorne, Mollet-Vieville & Associ s

Patrice De Cande

De Cand - Blanchard

Louis De Gaulle

de Gaulle Fleurance & Associ s

Rebecca Delorey

Bird & Bird AARPI

Michel Paul Escande

Cabinet Escande

Anne Lakits Josse

Cabinet Gaultier Lakits Szeleper

Emmanuel Larere

Gide Loyrette Nouel AARPI

Pascal Lefort

Duclos, Thorne, Mollet-Vieville & Associ s

David Masson

Salans

Myriam Moatty

Cousin & Associés

Thierry Mollet-Viéville

Duclos, Thorne, Mollet-Vieville & Associés

Dariusz Szeleper

Cabinet Gaultier Lakits Szeleper

Grégoire Triet

Gide Loyrette Nouel AARPI

Frank Valentin

de Gaulle Fleurance & Associés

Muriel Antoine Lalance

Antoine & Benoliel

Sarah Bailey

Simmons & Simmons LLP

Sylvie Benoliel-Claux

Antoine & Benoliel

Raphaëlle Dequire-Portier

Gide Loyrette Nouel AARPI

Eléonore Gaspar

Duclos, Thorne, Mollet-Vieville & Associés

Marie Georges-Picot

Hoyng Monegier LLP

Nathalie Hadjadj-Cazier

Winston & Strawn

Marc Roger Hirsch

Hirsch & Associés

Julien Horn

de Gaulle Fleurance & Associés

Guylene Kiesel Le Cosquer

Cabinet Plasseraud

William James Kopacz

Law Offices WM James Kopacz

Gérard-Gabriel Lamoureux

Hirsch & Associés

Pierre Lenoir

Allen & Overy LLP

Aurélia Marie

Cabinet Beau de Loménie

Richard Milchior

Granrut Avocats

Stefan Naumann

Cabinet Hughes Hubbard & Reed

David Taylor

Hogan Lovells International LLP

Virginie Ulmann

Baker & McKenzie

Individuals: prosecution and strategy

Emmanuel Baud

Jones Day

Laëtitia Bénard

Allen & Overy LLP

Marie-Aimee De Dampierre

Hogan Lovells International LLP

Gérard Delile

Salans

Rebecca Delorey

Bird & Bird AARPI

Richard Gilbey

Gilbey Legal

Emmanuel Larere

Gide Loyrette Nouel AARPI

Isabelle Leroux

Salans

Alexandra Néri

Herbert Smith Freehills LLP

Jean-François Bretonnière

Baker & McKenzie

Thomas Cuche

Duclos, Thorne, Mollet-Vieville & Associés

Patrice De Cande

De Candé- Blanchard

Louis De Gaulle

de Gaulle Fleurance & Associés

Stéphane Guerlain

Cabinet Armengaud & Guerlain

Marc Roger Hirsch

Hirsch & Associés

Guylene Kiesel Le Cosquer

Cabinet Plasseraud

Aurélia Marie

Cabinet Beau de Loménie

David Masson

Salans

Richard Milchior

Granrut Avocats

Thierry Mollet-Viéville

Duclos, Thorne, Mollet-Vieville & Associés

Evelyne Roux

Regimbeau

David Taylor

Hogan Lovells International LLP

Frank Valentin

de Gaulle Fleurance & Associés

Sarah Bailey

Simmons & Simmons LLP

Alain Berthet

Promark

Nathalie Dreyfus

Dreyfus & associés

Eléonore Gaspar

Duclos, Thorne, Mollet-Vieville & Associés

Marie Georges-Picot

Hoyng Monegier LLP

Nathalie Hadjadj-Cazier

Winston & Strawn

William James Kopacz

Law Offices WM James Kopacz

Pascale Lambert

Cabinet Pascale Lambert & Associates

Catherine Levalet

Lavoix

Emmanuelle Limouzy

Marchais & Associés

Virginie Ulmann

Baker & McKenzie