



**The World's  
Leading Trademark  
Professionals  
2013**

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: firms

##### 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 Szleper

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 Szleper** 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.

#### Firms

Cabinet Armengaud & Guerlain

Cabinet Gaultier Lakits Szleper

Gide Loyrette Nouel AARPI

Hogan Lovells International LLP See p582

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 See p518

Cabinet Escande

Jones Day See p590

Simmons & Simmons LLP

Taylor Wessing

## Agencies

Cabinet Beau de Loménie

Cabinet Plasseraud

Lavoix See p602

Regimbeau

Santarelli

Casalunga &amp; Associés

Germain &amp; Maureau

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## Hogan Lovells International LLP

Hogan Lovells occupies a unique position in the pantheon of top-rated trademark practices, deftly juggling conventional filings and litigation with expertise at the cutting edge of internet-related 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: firms

## Allen &amp; 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 &amp; 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".

## Casalunga &amp; Associés

Dating back to 1867, the storied Casalunga & Associés counts founding-family member Axel Casalunga as its senior partner. It is the prosecution arm of the Casalunga 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.

### 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.