

several of Antoine de Saint-Exupéry's heirs regarding trade mark and copyrights issues.

Led by Jean-Frédéric Gaultier, Clifford Chance's practice deals with transactional matters while also taking on a fair amount of stand-alone work. The five-lawyer team, which also includes of counsel Christian Lachèze, handles trade mark, patent and copyrights matters. The practice assisted Technicolor on the IP aspects regarding the sale of Grass Valley Broadcast.

DLA Piper's practice impressed in 2010 after the firm hired trade mark attorney Laurence Julien-Raes from Santarelli and patent specialist Jean-Christophe Tristant from Latham & Watkins LLP. The firm is now able to offer a whole array of expertise with strong cross-border capabilities. This completes the firm's recognised practice in media law and copyright, led by Patrick Boiron and data privacy expert Carole Umhoefer. Hotel Georges V, Reed Midem and Sony Pictures Entertainment all use the firm.

DS Avocats' six-lawyer team, led by Jean-Marc Leonelli and Bertrand Potot, manages trade mark portfolios and handles litigation, achieving good results in 2010. The practice represented Pages Jaunes in a case regarding the protection of its trade mark, and won a victory for Tanneur in a dispute against the city of Megève over the trade mark Megève.

Deprez Dian Guignot has a leading light in the luxury sector in Vincent Fauchoux who handles trade mark, design and copyrights issues, acting for jewellery, haute-couture and watch houses. Richemont is one of the firm's clients. Pierre Deprez advises a strong client base in the communication, advertising and distribution fields on trade marks and copyright. Jacques Beaumont heads the trade mark management division, handling cases abroad.

Foucaud Tchekhoff Pochet & Associés' practice is led by copyright specialist Philippe Pochet, Fabrice Lorvo, who focuses on marketing and communication law, and the 'highly competent' Antoine Gautier-Sauvagnac, who is an expert on trade marks and patents. The firm manages trade mark portfolios and picture rights with an influential client base in the fashion industry.

Emmanuel Baud has developed Jones Day's practice since he joined the firm in January 2010. The six-lawyer team has a solid portfolio (Corbis, Paule Ka) and benefits from the firm's IP capabilities in the US, Europe and Asia. The practice is recommended for trade mark and copyrights matters, while patents are also dealt with. The firm won the first case ever brought to court regarding the status of zinc plates for Idem against the Giacometti Foundation. It also represented Europcar in a dispute against Ville de Paris, and Lyon Parc Auto regarding its trade mark Auto Liberté.

In 2009, Winston & Strawn hired a pool of lawyers from Latham & Watkins LLP to further

enhance its practice previously led by Nathalie Hadjadj-Cazier. She has combined forces with new practice head Patrick Dunaud, and Emmanuel Drai and Vanessa Benichou. The team, which has one of the market's most exclusive portfolios in the luxury sector, focuses on trade mark, design and advertising law. The practice also assists major companies (France Telecom Orange) and high-street brands (Fast Retailing). It represented Kookai in a counterfeiting case against Miss Coquine.

Intellectual property

Patent and trade mark attorneys

This chapter introduces the best patent and trade mark attorneys in France (CPI – Conseils en Propriété Industrielle) who are still part of a distinguished profession from their lawyer counterparts. The CPI firms advise inventors on protecting and exploiting their rights. There are some 800 experts who have the title of CPI, divided between engineers, who specialise in patents, and jurists, who deal with trade mark issues.

With some 220 professionals, including 70 trade mark and patent attorneys, Cabinet Beau de Loménie is a leading player in France and Europe. The patent practice, led by Didier Intès, Jean-Jacques Joly, Philippe Hubert, François Delumeau and Pierre-Louis Désormière, focuses on mechanics, electronics, chemistry and biology. The group manages a high number of portfolios and conducts patent filing at French and European levels. Aurélie Marie heads a 15-

lawyer trade mark and design team. The firm has offices in Paris, Lille, Lyon, Marseille, Munich and Duisburg.

Lavoix has 190 professionals including 70 patent attorneys, combining expertise in the fields of biotechnologies, pharmacy, chemistry, electronics, physics and new technologies. The firm, which has offices in Paris, Lyon, Toulouse, Chamalières and Munich, advises CAC 40 and international groups (Areva, Goss). It works in collaboration with law firm Lavoix Avocats.

Cabinet Plasseraud has expertise in patents and trade marks through a team of 80 engineers and jurists. The practice covers chemistry, pharmacy, telecoms, electronics and technologies. The firm has offices in Paris, Lyon, Lille, Dijon, Toulouse and Shanghai.

Regimbeau has a team of 180 people including 50 patent and trade mark attorneys. The firm covers life-sciences, NICT, mechanics and physics. It has offices in Paris, Lyon, Grenoble, Rennes and Munich and opened a new office in Montpellier in 2010.

Media and entertainment

Boutiques

Bauer & Bigot advises leading press and magazine publishers such as *Le Nouvel Observateur*, *Le Point* and *Figaro group*. The firm is also hired by foreign press groups (*New-York Times*, *Mirror*) to handle proceedings in France. Publishing is also an area of expertise, advising clients such as Editions Albin Michel, Christophe Bigot and Camille Bauer are recommended.

Bitoun & Associés advises movie producers, actors and directors. Georges Bitoun is a recognised figure in the film industry.

Borowsky & de Baecque provides 'a quality of service equivalent to a leading law firm with the flexibility and costs of a boutique firm'. Sophie Borowsky represents independent producers, US studios, investors and distributors. Olivier de Baecque is an art-market expert, assisting galleries, artists and institutional clients including US museums. He also has a sound knowledge of the luxury sector.

Cabinet Christophe Caron demonstrates 'great capacity to adapt to publishing peculiarities and constraints'. Christophe Caron represents large publishing houses with particular expertise in IP, audiovisual law and internet law. The firm also assists scriptwriters, producers, technicians, artists, distributors on copyrights and employment law matters.

Gilles Vercken Avocats represents TV broadcasters and press and magazine publishers on IP, copyright and IT law.

Haidar specialises in the movie industry, where it represents US studios, producers and directors. Leo Haidar is a key figure in France

INTELLECTUAL PROPERTY

Patent and trade mark attorneys

Beau de Loménie, Cabinet ^o
Lavoix
Plasseraud, Cabinet
Regimbeau

OTHER RECOMMENDED FIRMS

Brevalex
D.A Casalunga-Josse, Bureau
Ernest Gutmann – Yves Plasseraud SAS (EGYP) ^o
Germain & Maureau
Marks & Clerk
Novagraaf Technologies SA
Santarelli
Didier Martin, Cabinet
Harlé et Phélip, Cabinet
Hirsch Pochar
IXAS Conseil

Firms are listed A-Z within tiers

^o indicates firm displays contact details at the end of this chapter

MEDIA AND ENTERTAINMENT
 Boutiques Art

Borowsky & de Baecque 1
 Jean-Paul Chazal
 Neuer, Cabinet
 Hugotavocats

MEDIA AND ENTERTAINMENT
 Boutiques Book publishers

Bauer & Bigot 1
 Christophe Caron, Cabinet
 Hugotavocats
 Pierrat
 Zylberstein & Associés

MEDIA AND ENTERTAINMENT
 Boutiques Cinema

Bitoun & Associés 1
 Borowsky & de Baecque
 Christophe Pascal, Cabinet
 Haidar
 Hugotavocats
 Laude Esquier Champey
 Zylberstein & Associés

Firms are listed A-Z

and in Hollywood, and also acts for French clients.

Led by Jean-Philippe Hugot and Olivier Hugot, **Hugotavocats** is a dynamic boutique with a focus on media, IP and technology matters. The firm represents art galleries, artists and artists' heirs. It also acts for several publishing houses and authors. In the music field, it assists producers and singers' heirs.

Lawyer and art collector **Jean-Paul Chazal** is hired to act in the context of work of art claims, contestation of sales or stolen pieces of art. He represents unions, leading auction houses and families, and has sound knowledge of non-occidental arts.

Litigation boutique **Laude Esquier Champey** receives instructions from internet websites and also represents a major press group on libel press proceedings. In the movie and TV industries, the firm is an advisor to producers and also acts for a TV channel broadcaster. Olivier Laude, Victor Champey and Sophie Havard Duclos are the main contacts.

Martine Coisne assists audiovisual producers, notably France Télévisions.

Cabinet Neuer's Jean-Jacques Neuer is an art-market specialist, assisting galleries, sculptors and famous painters and sculptors' estates. He is regularly appointed to act in restitution claims.

Nicolas Boespflug's 'expertise, clarity and concise advice is second to none' in the music

MEDIA AND ENTERTAINMENT
 Boutiques Music

Hugotavocats 1
 Nicolas Boespflug
 Zylberstein & Associés

MEDIA AND ENTERTAINMENT
 Boutiques Newspapers and magazines

Bauer & Bigot 1
 Gilles Vercken Avocats
 Laude Esquier Champey
 Nicolas Boespflug
 Teissonnière Sardain Chevé

MEDIA AND ENTERTAINMENT
 Boutiques TV/radio

Borowsky & de Baecque 1
 Gilles Vercken Avocats
 Laude Esquier Champey
 Martine Coisne
 Nicolas Boespflug
 Teissonnière Sardain Chevé

Firms are listed A-Z

industry. He also represents NRJ radio and has sound knowledge of IP law. The press sector is another area of expertise, acting for major client Bayard Presse.

Pierrat is a solid choice for publishing contract work. The firm is also strong in litigation.

Teissonnière Sardain Chevé's eight-lawyer team, including Guillaume Teissonnière, Frédéric Sardain and Laurence Chevé, is an advisor to *Le Figaro* and several magazines. It also represents TV producer TéléParis and La Chaîne Météo.

Zylberstein & Associés' Jean-Claude Zylberstein is a major figure in the movie field, while Anne Boissard is also recommended. The firm is also a player in the music and publishing areas.

Media and entertainment

Full-service firms

Carreras, Barsikian, Robertson & Associés has 'very high expertise in media law'. The firm's strong practice regularly hires high-profile figures each year with Olivier Sprung joining the team in 2010 from **Bousquet**, adding in-depth expertise in the audiovisual field, having represented TF1 for many years. Alain Barsikian and Sylvain Jaraud are both established figures in the music industry, advising musicians and independent producers. Pierre-Olivier Chartier is

advisor to SFR, which he represented in two high-profile litigation cases including against France Télécom and Ligue de Football Professionnel. Notably assisting adidas, Judith Vuillez handles sponsorship, litigation and distribution matters.

DLA Piper advises legendary Hollywood studios MGM and NBC Universal. The firm has a strong presence in the audiovisual sector, handling copyright, IP, regulatory, commercial and litigation matters. The team is led by Patrick Boiron and includes patent specialist Jean-Christophe Tristant, who arrived from Latham & Watkins LLP, while Marc d'Haultfoeuille joined Norton Rose LLP.

De Gaulle Fleurance & Associés has a strong presence in the audiovisual and publishing sectors in Frank Valentin, Julien Horn and Louis de Gaulle. The firm further strengthened its profile in the movie and broadcasting industries hiring Charles-Edouard Renault from **Gide Loyrette Nouel A.A.R.P.L.** who represents French and foreign TV channels and independent producers. Representative clients include Arte, CBS, 20th Century Fox, Editions Robert Laffont and Bayard Presse.

Deprez Dian Guignot has a strong client base in the advertising industry and also represents leading French audiovisual groups. Press law is another field of expertise, the team acting for major French and foreign press companies. Pierre Deprez and Vincent Fauchoux are recommended.

At **Granrut Avocats**, the new Paris "Bâtonnier" Jean Castelain is a strong figure in the audiovisual, music and cinema industries where he represents artists and media groups on litigation and IP law. In 2010, the firm also set up a sport division following the arrival of Emmanuel Sordet from **SNR Denton**. The practice assists Ligue 1 football clubs and handles online-gaming matters.

Hogan Lovells (Paris) LLP's Winston Maxwell and Xavier Buffet Delmas represent

MEDIA AND ENTERTAINMENT
 Full-service firms

Carreras, Barsikian, Robertson & Associés 1
 DLA Piper
 De Gaulle Fleurance & Associés ◊
 Deprez Dian Guignot
 Granrut Avocats
 Hogan Lovells (Paris) LLP
 NomoS
 Taylor Wessing
 WAN Avocats
 Wilhelm & Associés
 Winston & Strawn ◊

Firms are listed A-Z

◊ indicates firm displays contact details at the end of this chapter

showbusiness
 American
 companies.
 NomoS
 sector the fa
 of producer
 expertise. I
 Eric Lauve
 Houston.
 Taylor
 foreign me
 Valsamidis
 high-profile
 producers.
 French mo
 player in th
 a sport div
 At Wat
 handle IP. I
 for a lan
 publishing
 recommen
 Wilhe
 audiovisu
 advertisin
 Wilhelm
 Pourdieu
 with key i
 Wins
 in the m
 hiring La
 2009. Th
 including
 Cazier, h
 sector ac
 Bros). T
 Gaumor
 to Dow
 France.
 with dig

OT
 Aklea
 Allen
 Augu
 Bake
 Bersa
 Bird
 Cliffe
 Fouc
 Gide
 Kieji
 Lart
 Lusa
 Lysi
 Nixi
 SNF
 Sal
 Sim
 Om