



# INNOVATION - TECHNOLOGY & INTELLECTUAL PROPERTY

HARDWARE - SOFTWARE - TELECOMS - INTERNET - MEDIA - IP - LIFE SCIENCES



**Mady Delvaux-Stehres**  
European Parliament  
P. 30



**Elon Musk**  
SpaceX  
P. 33



**Tish Berard**  
INTA  
P. 28



**Frédérique Vidal**  
French Government  
P. 26



**Reed Hastings**  
Netflix  
P. 33



**Fernando Dos Santos**  
ARIPO  
P. 27



**Fleur Pellerin**  
Korelya Capital  
P. 45



**Dmitri Dolgov**  
Waymo  
P. 36



**Zach Lovering**  
Airbus Vahana  
P. 42



**Fabricio Blois**  
Movile  
P. 38

**EXECUTIVE SUMMARY**  
THE NEED FOR SPEED P.8

**LEADERS**  
PEOPLE OF THE YEAR  
IN IP & IT P.24

### RANKINGS

AMERICAS P.51  
EUROPE P.136  
ASIA P.228

Argentina, Brazil, Canada, Chile, Colombia, Ecuador,  
Mexico, Peru, Uruguay, USA, Belgium, France,  
Germany, Italy, Luxembourg, Monaco, Netherlands,  
Portugal, Russia, Spain, Switzerland, Turkey, UK,  
China, India, Japan

**EXPERT INSIGHTS** P.246

### DIRECTORY

VENTURE CAPITAL P.255  
FINANCIAL ADVISORS P. 256  
STRATEGY & MANAGEMENT ADVISORS P.257  
PATENT & TRADEMARK ATTORNEYS P.258  
LAW FIRMS P.270

WE ARE PLEASED TO  
INVITE YOU TO ATTEND

# ECTA's 37<sup>th</sup> Annual Conference

*in Athens,  
Greece*

The ECTA Conference will deal with the latest developments in Trade Mark, Copyright and Design law, and will offer optimal networking opportunities with friends and colleagues.

[www.ecta.eu](http://www.ecta.eu)

**ECTA**

ATHENS

13-16 JUNE 2018





**JANDIRA SALGADO**  
Executive Editor



**JEANNE YIZHEN YIN**  
Managing Editor



**CAMILLE GUÉVEL**  
Acting Managing Editor

## MAGNA CARTA ROBOTICA

In October 2017, history was made in the Middle East. Sophia, a robot designed to learn from human behavior, became the first non-human citizen of any nation when King Salman decided to grant her Saudi nationality. Was this just a publicity stunt by Saudi Arabia or the first step toward a universal status for robots?

It's difficult to say with any degree of certainty what part robots will occupy in our lives in the coming decades. Domestic robots could be the norm, but we might also see robot financial analysts, soldiers and even surgeons.

One thing is for certain however, we are on the cusp of a new age where robots, due to their sophistication, can no longer be treated as mere objects. This imperative raises important questions of ethics and liability and promises to bring upheaval to the labor market. *"It's time to decide which future we want,"* counsels Mady Delvaux, an MEP calling for EU-wide rules to govern the activity of robots. Little by little politicians and lawmakers are getting involved. Ideas that have been explored by the foremost minds of our times are now being debated in boardrooms and on senate floors. This is welcome. Despite the very real concerns, we have the opportunity to build together – us and our AI offspring – a better future.

### Artificial Intelligence meets the GDPR

Individuals are becoming more and more resistant to their data being used by large social media companies, and the recent scandal involving Facebook selling access to the data of millions of users to Cambridge Analytica might well be a tipping point. While the social media giant is trying to deal with the fallout from the scandal, few have faith in these types of companies to self-regulate.

The European Union has, for its part, adopted a new data protection framework in the shape of the General Data Protection Regulation (GDPR). Entering into force on May 25th, the GDPR, which aims to put an individual's consent at the heart of data collection, is sure to keep corporations and their counsels busy for years to come. ♦



## LEADERS LEAGUE

15, avenue de la Grande-Armée - 75116 Paris  
Tel: 01 45 02 25 00 - Fax: 01 45 02 25 01  
www.leadersleague.com

### PUBLISHING DIRECTOR & CEO

Pierre-Étienne Lorenceau,  
pelorencau@leadersleague.com

### EDITORIAL

#### Executive Editor & co-Head of Americas

Jandira Salgado  
jsalgado@leadersleague.com

#### Managing Editor

Jeanne Yizhen Yin

#### Acting Managing Editor

Camille Guével

#### Editors - International

Carmen Gloria, Eloise Lake, François Legrand, Caio Sampaio, Elodie Sigaux, Rudy Tchikaya, Roberta Veronese, Giuliana Vilarde

#### Editors - France

Thomas Bastin, Philippe Labrunie, Marion Robert, Coline Ziegler

#### Proofreading

Simon McGeedy

#### Key Account Managers

Constance Fang, Yamile Bistenri Cirigo

### ART DIRECTION

#### Graphic Designers

Leslie Bourgeois, Héroïse Daubannes, Alice Fromangé,  
Anaïs Le Bomin, Caterina Leone, Amélie Ras, Isabelle Warlin,  
Paul Wilmet

### PHOTOGRAPHY

Shutterstock.com

### ADMINISTRATION & FINANCE

Alexandra Daisay

### MARKETING & CIRCULATION

#### Marketing Director

Richard Volodarski

Tel: 01 45 02 25 93 - rvolodarski@leadersleague.com

#### Circulation & Partnerships Manager

Elisabeth Godard

Tel: 01 45 02 25 12 - egodard@leadersleague.com

#### Sponsorship & Advertising

Laurent Hayat - lhayat@leadersleague.com

Mila Gaido - mgaido@leadersleague.com

Antoine Valle - avalle@leadersleague.com

Stéphane Fragues - sfragues@leadersleague.com

Thomas Di Benedetto - tdlbenedetto@leadersleague.com

Benjamin Abraham Fellous - bafellous@leadersleague.com

#### Subscriptions

abonnement@leadersleague.com

www.eshop.leadersleague.com

www.eshop.leadersleague.com

A publication by: Leaders League SAS - N° RCS Paris: 8422 584 532

Main shareholder: P.E. Lorenceau

Printed by Rotimpres - Pol. Ind. Casa Nova - Carrer pla S'Estany s/n 17818 AIGUAVIVA (Girona)



9 782377 320356

The contents of this publication may not be reproduced, translated or adapted, either in whole or part, in any form or by any means without the express consent of Leaders League, except when permitted by art. L 122-5 of the French Code of Intellectual Property. Unauthorised photocopying is illegal. Leaders League may not be responsible for any loss of or damage to texts and photos submitted.

POWERED BY



LEADERS LEAGUE



## EXECUTIVE SUMMARY

### THE NEED FOR SPEED

- 10 Intellectual Property: Global Innovation Trends
- 11 Self-Driving Cars: A Revolution on the Road
- 12 The Challenge of GDPR
- 12 Legal Artificial Intelligence Landscape
- 13 Worldwide Legal Tech Specializing in Intellectual Property
- 14 Cellular Networks: The Race to 5G Intensifies
- 16 Artificial Intelligence: Who Will Win Big?
- 18 The Next Brazilian Unicorns
- 19 Robots: Moving Towards Judicial Personality?  
Patent vs Trade Secrets
- 22 **Leading Excellence**  
Bryan, Garnier & Co: Deep Industry Focus

## LEADERS

- 26 Institutions
- 32 Established Players
- 36 Rising stars
- 42 Traditional Industries
- 44 Nurturers / Innovation & Tech Ecosystem

 **RANKINGS****AMERICAS****Argentina**

- 53 Patent Prosecution
- 54 Trademark Prosecution
- 54 IP Litigation

**Brazil**

- 56 Patent Litigation
- 56 Patent Prosecution
- 60 Trademark Litigation
- 61 Trademark Prosecution
- 62 Copyright Law
- 62 Data Protection
- 63 Technology
- 64 Startups & Innovation
- 65 Media, Sports & Entertainment
- 66 Life Sciences
- 66 Fashion Law

**Canada**

- 69 TMT
- 71 Patent Prosecution
- 72 Trademark Prosecution
- 73 Patent Litigation
- 74 Trademark Litigation
- 75 IT & Outsourcing

**Chile**

- 77 General Ip Litigation
- 78 Patent Prosecution
- 79 Trademark Prosecution
- 79 Plant Breeder's Rights
- 80 Technology & Digital Services
- 80 Enforcement & Anti-Counterfeiting Actions

**Colombia**

- 82 Trademark Prosecution
- 83 Patent Prosecution
- 84 IP Litigation
- 85 Enforcement & Anti-Counterfeiting Actions
- 85 Data Protection & Privacy

**Ecuador**

- 87 IP Litigation
- 88 Trademark Prosecution
- 88 Plant Breeder's Rights
- 89 TMT

**Mexico**

- 91 Patent Prosecution
  - 92 Trademark Prosecution
  - 93 IP Litigation
  - 94 TMT
  - 95 Data Protection
- Peru**
- 98 Patent Prosecution
  - 98 Patent Litigation
  - 99 Trademark Prosecution
  - 99 Fashion & Design Law
  - 100 IP Litigation
  - 101 Enforcement & Anti-Counterfeiting Actions
  - 103 Telecoms
  - 104 Data Protection

**Uruguay**

- 106 IP Litigation
- 106 Enforcement & Anti-Counterfeiting Actions
- 107 Trademark Prosecution
- 107 Patent Prosecution

**USA**

- 109 TMT (Large Cap)
- 109 TMT (Small To Mid Cap)
- 110 Health & Pharma (Large Cap)
- 110 Health & Pharma (Small To Mid Cap)
- 112 The Midas List 2018: Top 100 Tech Investors (1/2)
- 113 The Midas List 2018: Top 100 Tech Investors 2/2
- 116 Patent Prosecution
- 117 Patent Litigation
- 120 Trademark Prosecution
- 121 Trademark Litigation
- 123 Life Sciences
- 124 IT & Outsourcing
- 125 Patent Prosecution
- 126 Trademark Prosecution
- 127 Patent Litigation
- 128 Trademark Litigation
- 129 IT & Outsourcing
- 130 Patent Prosecution
- 131 Trademark Prosecution
- 132 Patent Litigation
- 133 Trademark Litigation
- 134 IT & Outsourcing


**RANKINGS**

	<b>EUROPE</b>				
137	Europe Best Venture Capital Firms	183	Copyright	216	ICT
	<b>Belgium</b>	184	Media		
139	Patent Prosecution	185	IT & Outsourcing		<b>Turkey</b>
139	Trademark Prosecution			218	Patent Prosecution
140	Patent Litigation		<b>Luxembourg</b>	218	Trademark Prosecution
141	Trademark Litigation	187	IP Prosecution	219	Patent Litigation
142	ICT	188	IP Litigation	220	Trademark Litigation
	<b>France</b>	189	IT & Outsourcing		<b>UK</b>
145	TMT (Large Cap)			222	TMT (Large Cap)
146	TMT (Small & Mid-Cap)	191	Patent Prosecution	222	TMT (Small To Mid Cap)
147	Health & Pharma	191	Trademark Prosecution	223	Healthcare (Large Cap)
148	IT	192	IP Litigation	223	Healthcare (Small To Mid Cap)
149	Strategy & Management Of Innovation	193	IT & Outsourcing	224	Patent Prosecution
150	Patent Prosecution			225	Trademark Prosecution
152	Trademark Prosecution	195	Patent Prosecution	226	Patent Litigation
154	Patent Litigation	195	Trademark Prosecution	227	Trademark Litigation
156	Trademark Litigation	196	IP Litigation		
160	Data Protection	197	TMT		<b>ASIA</b>
162	IT & Software				<b>China</b>
164	Internet	199	Patent Prosecution	231	Patent Prosecution
166	Telecoms	199	Trademark Prosecution	232	Trademark Prosecution
	<b>Germany</b>	200	Patent Litigation	233	Patent Litigation
170	TMT (Large Cap)	201	Trademark Litigation	234	Trademark Litigation
170	TMT (Small To Mid Cap)				<b>India</b>
171	Health & Pharma (Large Cap)		<b>Spain</b>	236	TMT
171	Health & Pharma (Small To Mid Cap)	203	TMT	237	Patent Prosecution / Litigation
172	Patent Prosecution	204	Patent Prosecution	238	Trademark Prosecution / Litigation
173	Trademark Prosecution	205	Trademark Prosecution		
174	Patent Litigation	206	Patent Litigation		<b>Japan</b>
175	Trademark Litigation	207	Trademark Litigation	240	Patent Prosecution
176	IT & Outsourcing	208	IT	241	Patent Litigation
	<b>Italy</b>			242	Trademark Prosecution / Litigation
178	TMT		<b>Switzerland</b>	243	General IP
179	Patent Prosecution	210	TMT		
180	Trademark Prosecution	211	Switzerland Best Venture Capital Funds		
181	General Ip Litigation	212	Patent Prosecution		
		213	Trademark Prosecution		
		214	Patent Litigation		
		215	Trademark & Copyright Litigation		



## EXTERNAL CONTRIBUTORS

- P.246 | Optimising Your Industrial Property Strategy – An Effective Growth Lever  
By Gaëlle Loinger-Benamran, French and European Trademark & Design Attorney. PARTENAIRES PI
- P.248 | Privacy Shield: First Annual Assessment and Resonance with the GDPR Sword  
By Constantin Pavleas, Founder. constantin Pavleas Avocats
- P.250 | The Patent Prosecution Highway (PPH) programs  
by Jean Baptiste Thibaud, Mickaël Jeuland. LOYER & ABELLO
- P.252 | Connected Objects in Healthcare Are Very Valuable IP Rights!  
By Caroline de Mareuil-Villette and Claire Vershelde, French, Belgian & European Patent Attorneys. ICOSA



## TOP ADVISORS DIRECTORY

- P.255 | **VENTURE CAPITAL**
- P.256 | **FINANCIAL ADVISORS**
- P.257 | **STRATEGY & MANAGEMENT ADVISORS**
- P.258 | **PATENT & TRADEMARK ATTORNEYS**
- P.270 | **LAW FIRMS**

EXECUTIVE

---

**SUMMARY**





Rapidly-evolving legal landscapes, financing models, technological progress and shifting mindsets are paving the way to a new world order in innovation and technology.

### **THE NEED FOR SPEED**

- 10 Intellectual Property: Global Innovation Trends
- 11 Self-Driving Cars: A Revolution on the Road
- 12 The Challenge of GDPR
- 12 Legal Artificial Intelligence Landscape
- 13 Worldwide Legal Tech Specializing in Intellectual Property
- 14 Cellular Networks: The Race to 5G Intensifies
- 16 Artificial Intelligence: Who Will Win Big?
- 18 The Next Brazilian Unicorns
- 19 Robots: Moving Towards Judicial Personality?
- Patent vs Trade Secrets
- 22 **Leading Excellence**  
Bryan, Garnier & Co: Deep Industry Focus

## THE NEED FOR SPEED

Two months after launching, Elon Musk's Tesla Roadster had travelled far enough along its route to Mars to have driven all the world's roads more than four times. Back on Earth and backed by advances in AI and cellular networks, the speed of innovation of autonomous vehicles is almost as breathtaking. Lawmakers are doing their best to keep up, initiating new data-protection regulations and proposing a legal status for robots. And if applying for patents were a car race, China would be lapping the competition.



### Intellectual Property: Global Innovation Trends

Twenty-sixteen was a record-breaking year for IP protection as global patent applications broke the three million mark. China drove this push for patents, the Chinese patent office receiving more patent applications in 2016 than the EPO, Japan, Korea and the US combined.

#### The stable face of global innovation

The 2017 Global Innovation Index (GII), a joint enterprise published annually by Cornell University, INSEAD and WIPO, focused on innovation in agriculture and food systems, anticipating a huge rise in global demand in these sectors in particular. The report offers a multi-faceted image of global innovation, accounting for quality of innovation and analyzing the distribution of innovation between high and middle-income countries. The Index showed a fairly stable ranking, led by Switzerland, Sweden, the Netherlands, the UK and the US; very little has changed here since 2016, although the Netherlands broke into the top 10 and Luxembourg

dropped to 12th.

In terms of innovation quality, which takes into account university involvement within a country as well as scientific publications and international patent filings, the US, Japan and Switzerland lead the rankings. South Korea dropped to 7th in this ranking; the country has seen a decrease in filing activity despite maintaining its position as having registered the most applications by GDP. Much of the patent activity is driven by one technology giant, Samsung.

High-income countries are defined as those with a gross national income (GNI) per capita above \$12,475; this group dominates both WIPO and GI rankings. China remains the only middle-income country in the top 25 of the Global Innovation Index, this year rising three places to 22nd. Although the rest of the ranking is characterized by stability, China continues to deliver top scores in key indicators such as domestic market scale and creative goods exports. China aside, there is still a huge gulf in terms of innovation

between high and middle-income countries, Bulgaria and Malaysia are the two middle-income countries closest to the top 25, in 36th and 37th respectively.

#### A flourishing global IP market

WIPO's annual report on World Intellectual Property Indicators revealed growth in patent filings of 8.3% and a growth in trademark filings of 13.5%, which made for seven consecutive years of increases in these two categories. China accounted for 98% of the global patent filing increase, confirming a decade-long trend which has seen the country dominate worldwide IP developments. As for industrial designs, strong 8.3% growth was recorded, despite an 8% decline in 2014 and growth of just 1% in 2015. All major IP offices saw an increase in applications (apart from the Republic of Korea), with China witnessing a 21.5% increase in patent filing activity and a 30.8% trademark filing increase in Japan ♦

## GROWTH IN GLOBAL IP PROTECTION

Number of IP applications

### Patents



### Utility Models



### Trademarks



### Industrial Designs

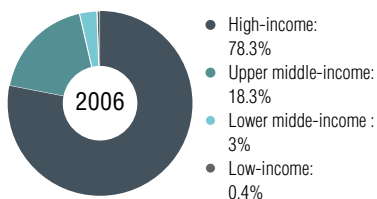


Source: WIPO

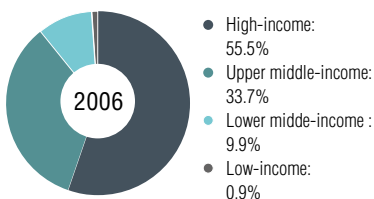
## UPPER MIDDLE-INCOME ECONOMIES TAKE GROWING SHARE OF TOTAL APPLICATIONS

Number of applications by income group (2006-2016)

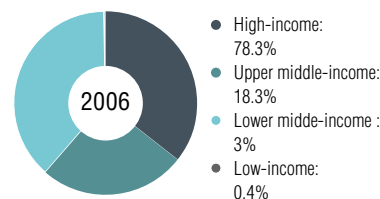
### Patents



### Trademarks



### Industrial Designs



### Patents



### Trademarks



### Industrial Designs



Source: WIPO

## CHINA'S PATENT OFFICE REGISTERED A RECORD ONE-POINT-THREE MILLION PATENT APPLICATIONS IN 2016

Top five national offices in number of patent filings



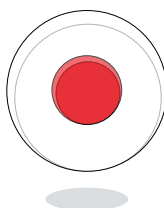
1st China:  
1,338,503

↑ 21.5%



2nd US:  
605,571

↑ 2.7%



3rd Japan:  
318,381

↓ 0.1%



4th South Korea:  
208,830

↑ 2.3%



5th European Patent Office:  
159,358

↑ 0.4%

Source: WIPO



## Self-Driving Cars: A Revolution on the Road

There's no doubt that driverless vehicles represent a huge step forward. In such vehicles, there's no need for a human hand on the wheel. They can start, accelerate, brake and stop thanks to different technological feats that allow the vehicle to recognize its environment – an achievement that was difficult to imagine a few years ago, but one that has since become a reality. Various prototypes are already being tested all around the world and in Detroit, the home of the motor car, soon you might even get to hop on board a self-driving shuttle.

### A promising road ahead...

*“What would happen if we weren't part of the autonomy thing? Then the future passes us by basically, in a very expeditious and efficient way,”* so notes Travis Kalanick, the founder of Uber.

Many companies have taken up the challenge with a passion, including car manufacturers, and transport businesses more generally (Volvo, Volkswagen, Tesla, PSA, Hyundai, Nissan, Peugeot, Audi, Uber, Toyota, to name but a few) whose involvement is logical. But interest in this field is also coming from less obvious sources. Some other corporations are getting involved in shaping the future of transportation even though it is not their core business. It will come as no surprise that Google and Apple have their own

self-driving car projects, Waymo and Titan, respectively. This quest brings together companies from diverse backgrounds, and the phenomenon is global. In 2017, Bloomberg Philanthropies and the Aspen Institute published *“The Global Atlas of Autonomous Vehicles in Cities,”* a wide-ranging report into how city governments are preparing for this revolution, testing autonomous vehicles on the ground, making plans and policies, etc. *“North America and Europe have an equal number of pilots underway, with concentrations of activity in the Netherlands, Scandinavia, the UK and the US,”* the study says. Elsewhere, efforts are being launched in Taipei, Singapore and Canberra, for instance.

### ...but watch out for potholes

Autonomous vehicles are predicted to offer a wide range of potential benefits, such as allowing cities to be rebuilt on a more human – and pedestrian – friendly scale, helping the elderly and the disabled live more independent lives and reducing traffic accidents. According to a Waymo 2017 safety report, 94% of crashes in the United States involve human error. *“The autonomous car doesn't drink, doesn't do drugs, doesn't text while driving, doesn't get road rage,”* Bob Lutz, former General Motors vice chairman, told the CNBC. If few dispute that technology is more reliable

than human behaviour, there are still concerns. The first accident involving an autonomous vehicle, a Google car, occurred in California in 2016. The vehicle collided with a bus, at a limited speed and without causing serious damages.

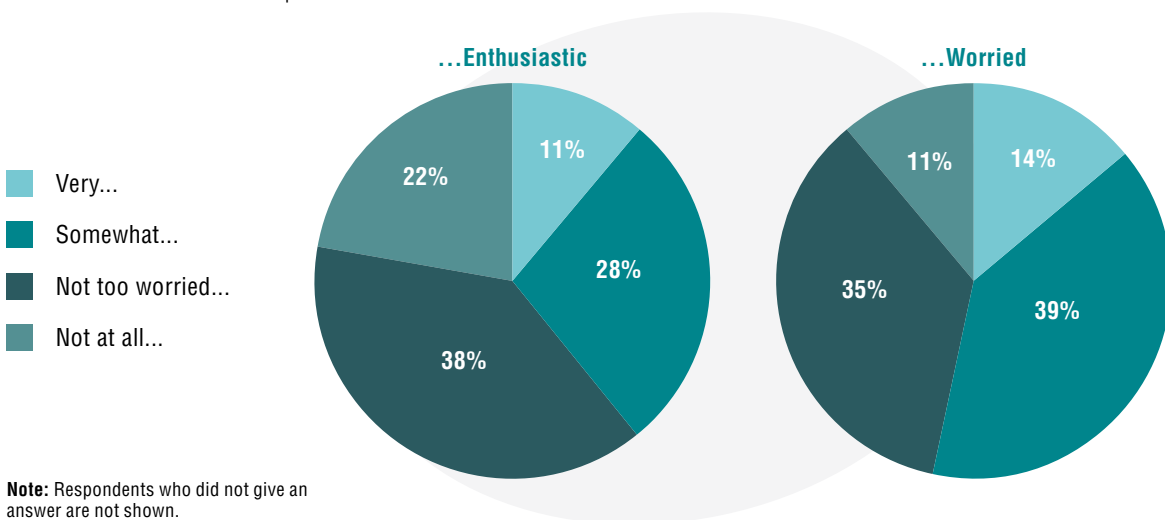
During the subsequent investigation, America's National Highway Traffic Safety Administration found Google's Autonomous System responsible, qualifying it as the 'driver' of the autonomous car. Thus, the passenger and the car manufacturer – whose vehicle was transformed after the integration of the autonomous system – were exempted from liability.

The first fatal accident involving a driverless vehicle also occurred in the US, in Florida that same year, when a Tesla car caused death of its driver, the former US Navy Seal Joshua Brown. In this case Tesla's liability was not recognized by the NHTSA who did not find defects in the system. Here, the autopilot was only semi – not completely – autonomous, requiring *“full driver engagement at all times,”* reminded Bryan Thomas, spokesman for the NHTSA.

Both accidents are a reminder that advances in technology are not without risk and policy-makers, insurance companies and other relevant actors must ensure that the ethical and legal framework is optimal to permit autonomous vehicles to deliver on their promise. ♦

### PUBLIC MORE WORRIED THAN ENTHUSIASTIC ABOUT DRIVELESS VEHICLES

How US adults feel about the development of driverless vehicles



Source: Pew Research Center, "Automation in Everyday Life" survey conducted from May 1st to May 15th, 2017.



## The Challenge of GDPR

The General Data Protection Regulation (GDPR) is the most significant change in data privacy in recent decades. The new regulation will replace the Data Protection Directive (DPD), in force since 1995, which was designed for a time when technology, tools and software programs were far less developed, and Artificial Intelligence, algorithm and social networks were in their very early stages. Many aspects of the DPD are today outdated. The GDPR aims to address its shortcomings in order to protect all EU citizens and to ensure the more transparent and accountable use of personal data.

### Territorial applicability

The biggest change to the regulatory landscape of data privacy comes with the extended jurisdiction of the GDPR, which applies to all companies processing the personal data of data subjects residing in the Union, regardless of the company's country of origin. Previously, territorial applicability of the directive was ambiguous and referred to data process in context of an establishment. This issue has arisen in a number of high-profile court cases. GDPR makes its applicability very clear; it will apply to the processing of personal data by controllers and processors in the EU, regardless of whether the processing takes place in the EU or not.

### Heavy penalties

Those companies in breach of GDPR can be fined up to 4% of annual global turnover or €20 million (whichever is greater). This is the maximum fine that can be imposed for the most serious infringements such as not having sufficient customer consent to process data or violating core privacy-by-design concepts. Privacy by design as a concept has existed for years now, but will become a legal requirement with the GDPR. At its core, privacy by design calls for the inclusion of data protection at the design stage of systems, rather than as a post-release bolt on.

### Raising the bar of consent

Under the GDPR, consent is crucial. The conditions for consent have been strengthened, and companies will no longer be able to use long-winded terms and conditions



full of legalese, as the request for consent must be given in an intelligible and easily accessible form, with the purpose for data processing attached to that consent. Consent must be clear and distinguishable from other matters and provided in an intelligible and easily accessible form, using clear language. It must be as easy to withdraw consent as it is to give it.

The conditions for obtaining consent are stricter under GDPR requirements as the individual must have the right to withdraw consent at any time and there is a presumption that consent will not be valid unless separate consents are obtained for different processing activities.

This means you must be able to prove that the individual agreed to a certain action, to receive a newsletter for instance. It is not allowed to assume or add a disclaimer, and providing an opt-out option is not enough.

### Customer engagement

This changes a lot of things for companies, such as the way marketing and sales activities are managed. Companies will have to review business processes, applications and forms to be compliant with double opt-in rules and email marketing best practices. In order to sign up for communications, prospects will have to fill out a form and

then confirm it was their action in a further email.

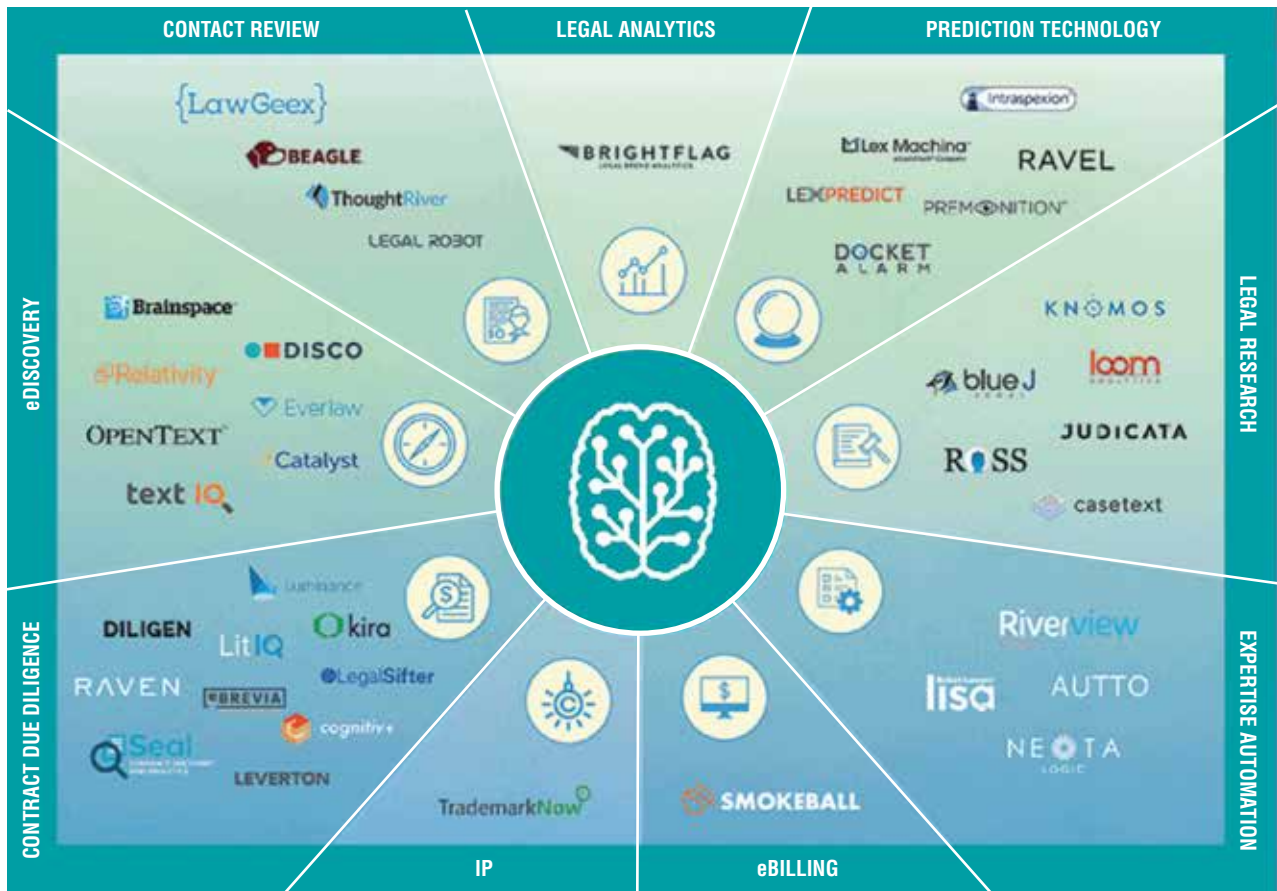
Organizations must prove that consent was given in a case where an individual objects to receiving the communication. This means that any data held, must have an audit trail that is time-stamped and reporting information that details what the contact opted into and how.

If you purchase marketing lists, you are still responsible for getting the proper consent information, even if a vendor or outsourced partner was responsible for gathering the data. In the B2B world, salespeople often meet potential customers at a trade show, exchange business cards, come back to the office and add the contacts to the company's mailing list. In 2018, this will no longer be possible. Companies will have to look at new ways of collecting customer information.

It is important to consider that while the GDPR does create challenges and pain for businesses, it also creates opportunity. Companies which show they value an individual's privacy (beyond the bare minimum legal compliance), who are transparent about how the data is used, who design and implement new and improved ways of managing customer data throughout its life cycle, will build deeper trust and retain more customers. ♦



## Legal Artificial Intelligence Landscape



Source: LawGeex-In-House Counsel Legal Tech Buyers Guide 2017



## Worldwide Legal Tech Specializing in Intellectual Property

In today's digital economy, Legal-tech companies are emerging and revolutionizing the legal world in various sectors. Intellectual property is no exception. Leaders League has identified several such companies offering B2B services, listed alphabetically below.

Name	Headquarters	Main value proposition
About Innovation		A digital services platform aimed at protecting, managing and promoting the IP of SMEs
Alt Legal		A cloud-based trademark and patent docketing software that prepares and manages global IP filings
Anaqua		Web-based IP management software and services
Clairvolex		An IP solutions company that manages the IP assets of large corporations
Cognate		A record service of the use of common-law trademark
CompuMark		Comprehensive trademark research and brand protection solutions
Hazel		Trade-secrets asset management
Innovation Asset Group (Decipher)		A subscription-based SaaS solution for IP management
IP Nexus		A marketplace for startups, inventors, SMEs, universities etc. with lawyers and other professionals
Red Points		A solution for brands and content owners to online counterfeiting and digital piracy
TrademarkNow		A web-based trademark management platform for instant trademark search and watch results
Tracklight		A self-guided software platform to identify and capture the value of ideas and IP for SMEs
ZhiGuoGuo		Free trademark registration and affordable legal services such as trademark changes or transfers and copyright applications

Source: Compiled by Leaders League



# Cellular Networks: The Race to 5G Intensifies

Twenty-eight could signal the arrival of a groundbreaking advancement in mobile connectivity: the 5G cellular network. Offering speeds that are up to ten times faster than the current 4G network, and the capacity to handle 1,000 times more traffic than ever before, 5G has the potential to revolutionize new technologies and global economies. Mobile companies such as Sprint, Qualcomm and Huawei are all entering the race to develop and implement a fully-functioning 5G network. 5G was the word on everyone's lips at the 2018 Mobile World Congress, as big industry players lined up to announce their plans to roll out 5G, primarily in the US, starting from this year.

### The benefits

So what will the 5G network actually bring to the table? Faster speeds and lower latency are only the half of it; experts are promising speeds of up to 1,000 megabits per second and a latency that will make reactions appear immediate. Bandwidth will also be greatly improved so as to facilitate

the connection of thousands of devices at one time. Perhaps the most exciting factor of 5G for tech-enthusiasts is the huge boost it could give to the Internet of Things; low latency could unlock the full capacities of self-driving cars, drones and virtual reality. According to Samsung, 5G will allow users to download a 15GB movie file in just six seconds and autonomous cars using the network will be capable of detecting danger and implementing an emergency stop with virtually no latency. 5G could even lead to the construction and creation of 'smart cities,' metropolitan areas in which autonomous cars could communicate with pedestrians and traffic lights to avoid collisions and with street lights so as to ensure streets are only lit when necessary, thus saving both power and money.

### The obstacles

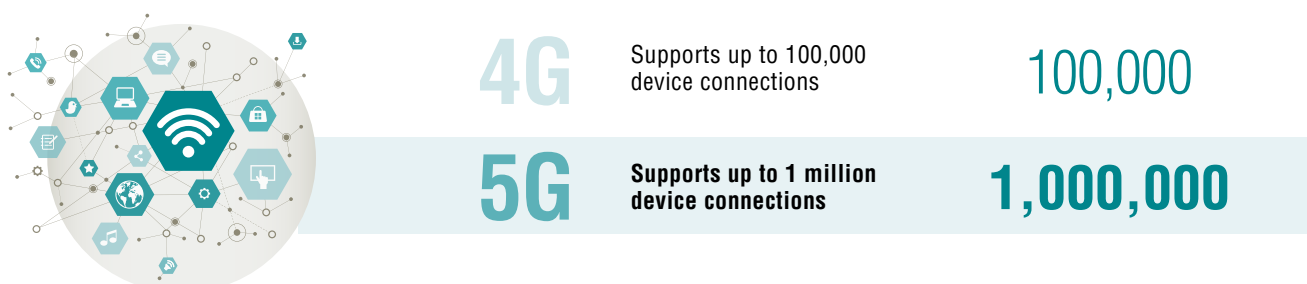
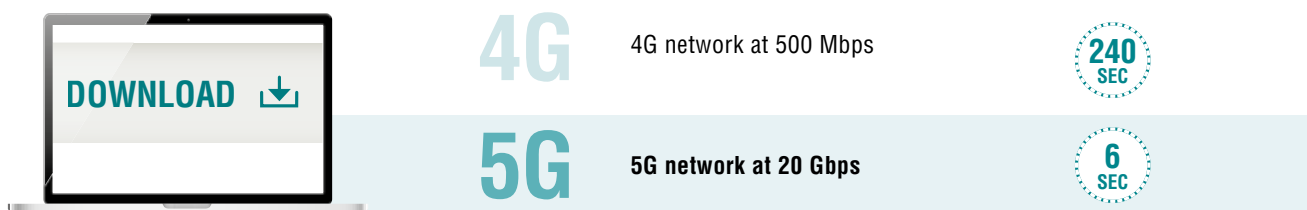
Of course, 5G is not without its challenges. The lack of any common standards from a legal perspective could certainly slow implementation of the network, particularly in Europe; Vodafone CEO

Vittorio Colao warned that Europe would fall far behind China and the US unless uniform rules concerning spectrum and access were agreed upon.

The net neutrality debate is set to be further rocked by 5G, a network which relies upon traffic prioritization, a service currently constrained by net neutrality rules. 5G could also prove extremely costly; Deutsche Telekom CEO Timotheus Hoettges has also estimated that it could cost between €300 and €500 million to establish the necessary infrastructure in Europe alone.

Furthermore, from an ethical point of view, it is worth noting that some countries, especially those in Africa, are still only in the early stages of 4G implementation, let alone 5G. Most importantly of course, 5G compatible phones are not on the market yet.

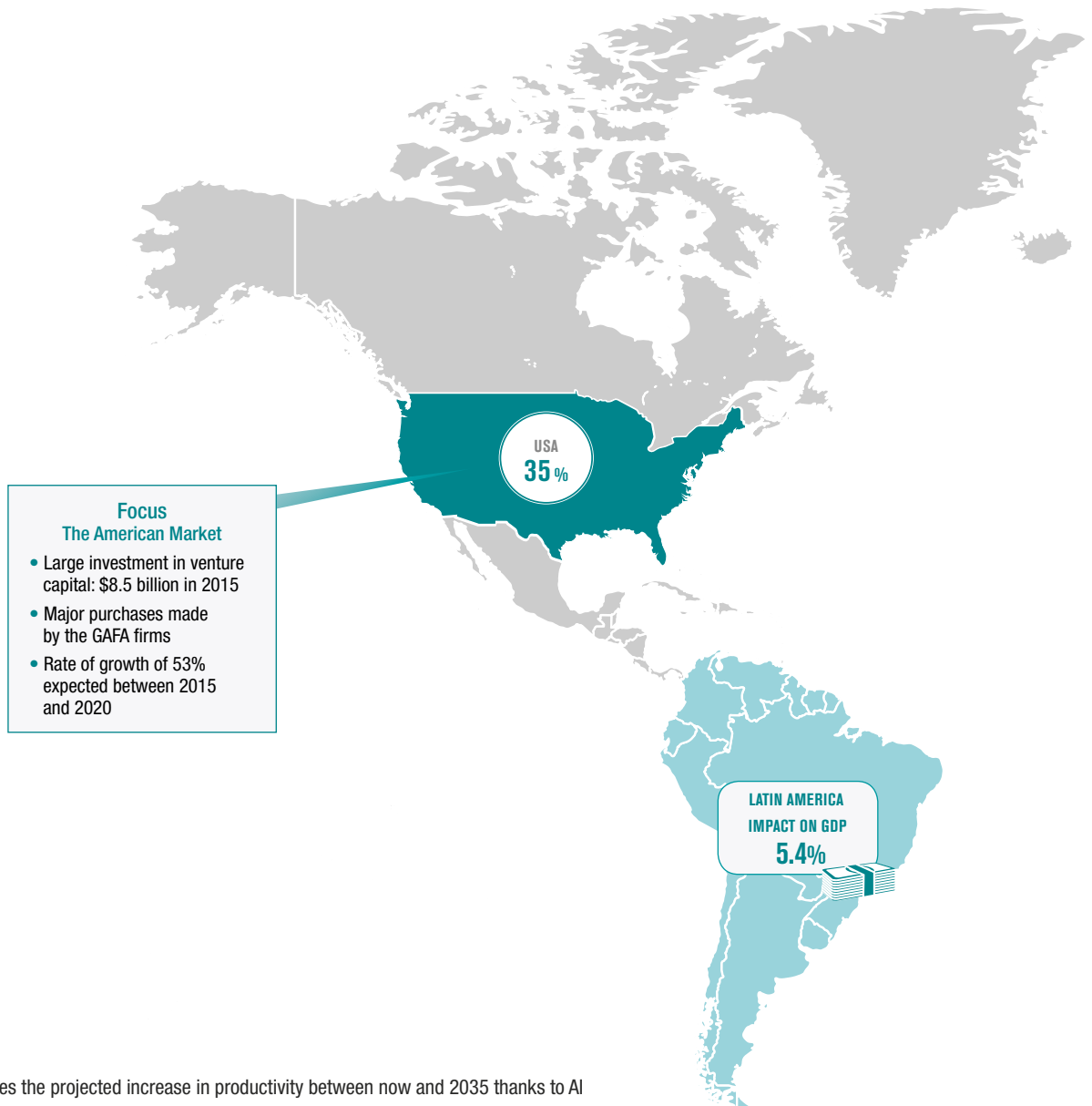
Whatever the pros and cons though, with a network rollout expected in up to 30 US cities by the end of this year and a European rollout from 2019, the 5G hype has well and truly arrived. ♦



Source: Samsung newsroom

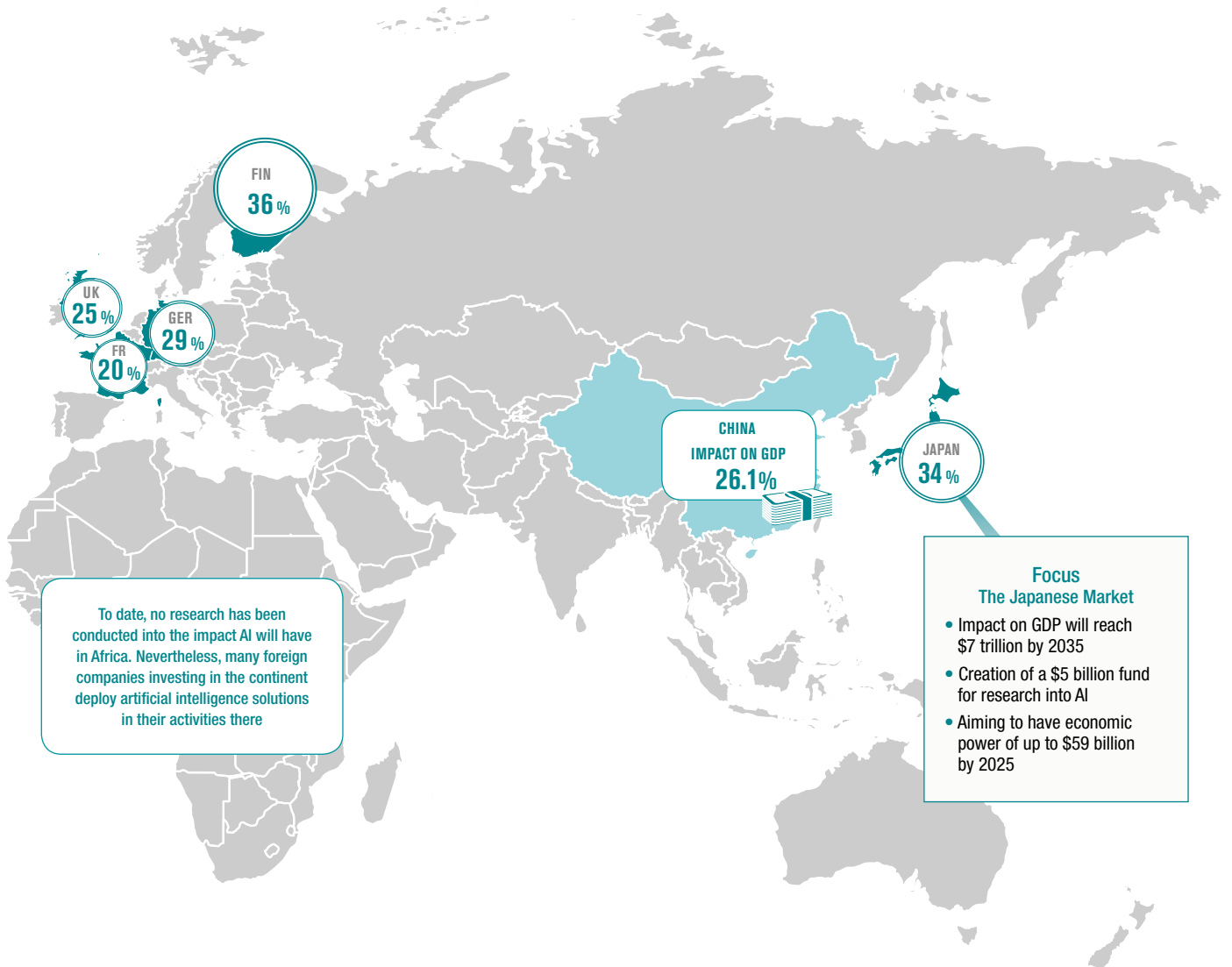
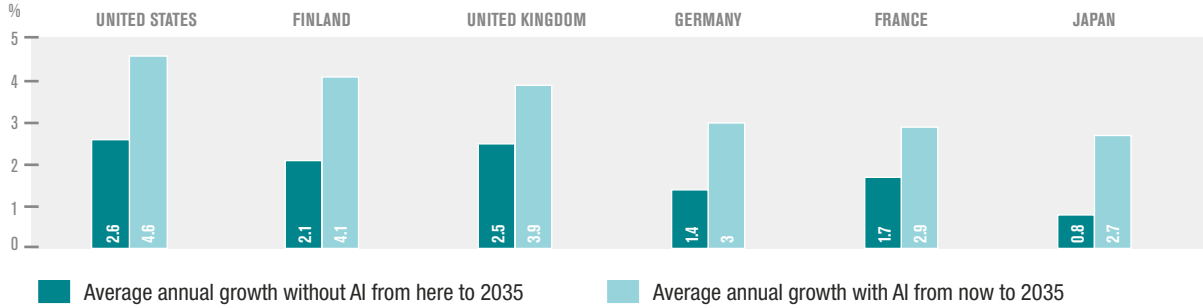
# ARTIFICIAL INTELLIGENCE: WHO WILL WIN BIG?

According to a study by auditing firm PwC, artificial intelligence (AI) should boost global growth by up to \$15.7 trillion between now and 2030, an increase of 14%. But not all countries will benefit to the same degree. North America and China are set to make the biggest gains, representing 70% of the global economic impact. Developing countries are set to lag far behind, but some will still be greatly impacted. India for example, will see 69% of jobs disappear due to the automation of tasks with low added value. Let's take a closer look.





## THE UNITED STATES IS TOP OF THE CLASS



Source: Accenture – Why artificial intelligence is the future of growth.



## The Next Brazilian Unicorns

Before Didi Chuxing, China's answer to Uber, injected nearly \$600 million into Brazilian urban transport application 99 Taxis on January 2nd 2018, unicorns – the term for startups valued at over \$1 billion – were nowhere to be seen in Brazil. In the space of three months, however, both payment platform application PagSeguro and credit card application NuBank reached and even exceeded the same symbolic mark, being valued at \$2.3 billion and \$1 billion respectively.

In less than 90 days, the Brazilian market incredibly became home to three startups valued at over one billion dollars. As the year unfolds, the two questions on everyone's minds are “will this current wave last?” and “who will the next Brazilian unicorns be?”

### Tech roots

Brazil is, according to TechCrunch, home to the subcontinent's largest start-up ecosystem. The local technology scene began in 1983 with the founding of TOTVS – currently the largest software company in Latin America – which gave Brazil a head start in comparison to most of its regional neighbours. Today, TOTVS stands as the major business software provider for around 60% of small and medium-sized Brazilian businesses, boasts 10,000 employees and it is safe to say its foundation heralded the beginning of Brazil's start-up sector. Business-stimulating government initiatives such as the Brazilian Association of Private Equity & Venture Capital (ABVCAP), launched in the same year, were equally important in paving the way for the sector's growth.

Since its embryonic stages in the 1980s, both national and international investment into the Brazilian start-up scene has boomed. In 2002, Google chose São Paulo as the site for its very first Latin American office which marked the beginning of high-brow foreign interest in Brazil's technology scene. Uber, AirBnB, Instagram and others would soon follow.

National initiatives have also matured. Today, angel investment networks (Anjos do Brasil), accelerators (Startup Farm), incubators (Instituto Genesis, Supera), invest-

ment firms (Monashees, DGF, 500 Start-ups) and government-funded initiatives (Innovatech) form part of a thriving ecosystem with the potential to contribute to the growth of the Brazilian economy – recent developments speak for themselves.

### Hot topic

The success stories of 99 Taxis, PagSeguro and Nubank have ensured startups are now the hottest topic in both the Brazilian legal and financial industries. In

light of Brazil's flourishing network of creative hubs – São Paulo, Florianópolis, Rio de Janeiro, Recife and Belo Horizonte stand out –

its abundance of promising startups and the ongoing competition between states to attract the best entrepreneurial talent, everything suggests we can expect more fabled beasts from Brazil. As for who those might be, below are four of our best bets:

**Movile:** São Paulo-based startup with operations in six countries and over 150 million active users. Already numbering 1,600 employees, Movile is known for its highly successful mobile content, food ordering, ticket and logistics apps. Its self-proclaimed goal is “making life better for one billion people.” PlayKids and iFood stand out as its major brands.

**Ebanx:** With headquarters in Curitiba, this payment platform start-up allows its Latin American users to quickly and easily purchase services and merchandise on foreign websites – previously this used to be a major regional headache. Up-and-running in Argentina, Chile, Colombia, Ecuador, Mexico and Peru, Ebanx is today listed as a payment option on over 100 websites including Spotify, AirBnB and Facebook.

**PSafe:** The first Brazilian startup ever to reach a R\$1 billion valuation, PSafe describes itself as “a global company with strong Latin American roots.” Based in San Francisco but with offices in Brazil, the company specialises in mobile privacy, security and performance applications. Its impressive portfolio of apps has been installed over 130 million times and investors include heavyweights such as Redpoint Ventures, e.ventures and Pinnacle Ventures.

**Truckpad:** With Shell and Mercedes-Benz as investors, TruckPad labels itself as the complete solution to “find, hire and manage independent [truck] drivers.” The application offers logistics companies remote hiring, optimised performances and real-time driver tracking whilst independent drivers are promised “the best deals” and a dedicated support team to assist them on and off the road. ♦




# PRIVATE EQUITY EXCHANGE & AWARDS



## THE LARGEST PRIVATE EQUITY & RESTRUCTURING SUMMIT IN EUROPE

21<sup>TH</sup> NOVEMBER 2018

[www.private-equity-exchange.com](http://www.private-equity-exchange.com) 

### Among 2017 speakers



**Alessandro Benetton**  
Founding Managing Partner  
21 Partners



**Benjamin Dupuy**  
Partner  
BC Partners



**H el ene Bourbouloux**  
Receiver  
FHB



**Olivier Carvin**  
Chief Executive Officer  
Groupe Maranatha



**Thomas McComb**  
Managing Director  
J.P. Morgan Asset  
Management



**Michel Paris**  
Chairman & Chief  
Executive Officer  
PAI Partners



**Karsten Langer**  
Partner  
The Riverside  
Company



**Thomas Frei**  
Managing Director  
Unigestion

CONFERENCES • ONE-TO-ONE MEETINGS • AWARDS CEREMONY

PARTNERS



### Contact

Natacha Ondet - Head of the Event - + 33 1 45 02 25 20 - [nondet@leadersleague.com](mailto:nondet@leadersleague.com)  
LEADERS LEAGUE - 15, avenue de la Grande-Arm e - 75116 Paris - FRANCE



## Robots: Moving Towards Judicial Personality?

Should robots be granted legal status, thus rendering them entirely responsible for their actions before the law? This was the question put to the European Parliament in a draft report led by Luxembourg MEP Mady Delvaux, in February 2017.

Delvaux's series of recommendations emphasized the need for the EU to categorise robots as 'electronic persons,' so they could be easily held responsible for all their own 'acts and omissions' and she called for an overhaul of current laws, deemed insufficient when faced with the so-called technological revolution. The verdict? MEPs voted overwhelmingly in favour of the report (albeit with some amendments), before sending it directly to the European Commission, who published their own series of initiatives on May 16th 2017.

### Getting technical

Mady Delvaux's report was based upon a series of findings made by the Robolaw project, funded by the European Commission and designed to assess whether current EU regulations were sufficient in addressing the various legal problems posed by robotics and technology. As the EU lacked any formal definition of a robot, the project sought to ascertain the categories of robot most likely to cause legal issues (namely autonomous vehicles, robotic prostheses, surgical robots and robot companions) and also to formally characterize these robots, so the European Parliament could form a clear definition.

Delvaux's final report adapted these findings into a series of measures to be adopted by the European Union, such as: the creation of a European agency for robotics and AI and an advisory code of conduct for engineers to ensure the ethical design, production and use of robots. Essentially, robots would be assigned a legal status, or 'electronic personhood', equivalent to the idea of corporate personhood.

### An asset or a danger?

Seeking to refine grey areas in terms of the legal status of robots, the report is designed primarily to ensure that robots

remain decidedly in the service of humans. Other key issues include deciding where legal responsibility should actually fall: the owner, the maker or the user. Strictly speaking, it is the maker who is best placed to limit any and all potential mishaps. And what of the security risks posed by these robots? This is, according to Delvaux, the key issue at play as robots are necessarily powered by the exchange of data, some of which can be personal. Autonomous cars in particular offer up complex problems as they are no longer simply the tools of owners; an Uber self-driving car recently caused a fatal crash in Arizona, such instances underline the urgency of applying legal status to robots. The report even proposes a declaration designed to prevent people from becoming emotionally dependent on robots and remind them at all times that these are machines, and never human-beings.

Of course, the report is not without its controversies. Critics have questioned the use of the term 'personhood' to designate the legal status of robots, as this could be misconstrued so as to imply that they are endowed with their own human rights, a move that is likely to be unpopular with the companies building robots and AI. One clause proposed by Delvaux's original report was also removed before it was passed by the European Parliament, rejecting the call for a 'robot-tax' to fund support and re-training for those workers made unemployed by robots. Their decision was praised by the robotics industry, who had warned it could stunt innovation.

Whilst proposals are still very much in their early stages, it seems that Europe is one-step ahead in regulating this rapidly growing industry, and the proposed laws will no doubt shake the global robotics industry. ♦



Source: Shutterstock - © De Phoniamei Photo



## Patents vs Trade Secrets

The beginning of 2018 witnessed one of the most significant trade secrets trials in history: the high-profile lawsuit between Google's self-driving car company Waymo and ride sharing giant Uber, which was settled for \$245 million, less than 10% of what Google were initially claiming in damages. Apart from the lengthy legal wrangling prior to the trial and its dramatic settlement, this case is notable for shedding light on IP protection and innovation.

### To disclose, or not to disclose

It serves as an object lesson on the risks that companies face when an important engineer or a high-level executive departs to start his or her own company or work for a competitor. Jeanne Fromer, a professor of law at New York University who specializes in IP, pointed out that when it comes to cutting-edge technology like AI and self-driving cars, as individuals with relevant expertise are rare, the line between an engineer's knowledge and a

company's trade secret is thinner than usual, and *"figuring out what's on one side of the line and what's on other side is incredibly complicated."* Therefore, companies need to rethink their management of trade secrets and hiring practices to make sure that they don't become the losers in high-stake trade secret litigation.

Secondly, the case sparked once more the long-standing discussion around patents and trade secrets, both valuable ways of protecting a company's IP assets. Confidential, unlimited in time, costless and immediately effective, trade secret protection may be favorable when the benefit of the technology is of very short duration, eg. when the invention will be obsolete in less time than it would take for a patent to issue (which can take several years), or when the competitive advantage is gained by being the first on the market. However, as demonstrated once again by the Waymo v. Uber case, the level of protection granted to trade secrets

is generally weak, particularly compared to patents, and other companies may be able reverse engineer the secret and be thereafter entitled to use it.

### The best of both worlds

These choices are strategic, and companies must conduct comprehensive analysis depending on their own situation. More often than not, the best type of protection is a combination of both patent and trade secret, as different forms of protection have the potential to spread risk for the overall intangible asset portfolio that a company owns. Finally, the case reminds us of the potential harm to innovation when the pace of regulation reform lags behind that of technological development. Because of time and budget constraints, companies may keep inventions as trade secrets instead of patenting them – and trade secrets give a perpetual monopoly on new technologies – so long as the invention remains secret. ♦

## PATENTS OR TRADE SECRETS, WHICH TO CHOOSE?

Key questions to ask before pursuing one or both forms

Is the invention patentable?

Will the invention be useful beyond 20 years?

Is it possible for other companies to reverse-engineer it?

Is the invention detectable and embedded in the product itself or is it part of an internal manufacturing process?

Is the invention likely to be independently discovered in the near future?

Is the product regularly observed in public settings?

Source: Orly Lobel, Harvard Business Review

# TECHNOLOGY

Deep industry focus, transaction expertise and global investor reach providing liquidity to European Technology companies and their shareholders



Having advised on over 30 growth financing, M&A and ECM transactions in Europe during 2017, Bryan, Garnier & Co confirms its leading position in the mid-market European technology financial advisory landscape. Our industry expertise is driven by sector expert bankers with extensive corporate and private equity reach around the globe. They leverage a multi-awarded specialist equity research team, which covers companies from the smallest to the largest and most exciting in our sectors of focus. Our equity sales desks in Europe and in the US provide unique access to the world's preeminent growth-focused institutional investors.

## SELECTED RECENT GROWTH FINANCING

 Private Placement Series C & D <b>€34 000 000</b> Sole Advisor to the Seller	 Private Placement <b>€120 000 000</b> Sole Advisor to the Shareholders	 (Euronext Paris: SOI) Rights Issue <b>€75 000 000</b> Co-Lead Manager	 Private Placement Series D & E <b>€45 000 000</b> Sole Advisor to the Seller
---	--	--	---

## SELECTED RECENT MID-MARKET STRATEGIC M&A

 Acquired by <b>centrica</b> <b>€70 000 000</b> Sole Advisor to the Sellers	 Acquired by <b>NAVER</b> <b>Undisclosed</b> Sole Advisor to the Seller	 Strategic Investment <b>Adobe</b> <b>Undisclosed</b> Sole Advisor to the Sellers	 Acquired by <b>SYNOPSIS</b> <b>Undisclosed</b> Advisor to the Sellers
---	---	---	--

## SELECTED RECENT PRIVATE EQUITY LED TRANSACTIONS

 Acquired by <b>THE CARLYLE GROUP</b> <b>Undisclosed</b> Sole Advisor to the Sellers	 Acquired by <b>.astorg</b> <b>Undisclosed</b> Advisor to the Buyer	 Strategic Investment <b>KEENSIGHT CAPITAL</b> <b>Undisclosed</b> Sole Financial Advisor	 Acquired by <b>THOMA BRAVO</b> <b>€85 000 000</b> Sole Advisor to the Buyer
--	---	--	--

Bryan, Garnier & Co is an international growth focused investment bank with operations in London, Paris, Munich, Zurich and New York.

Bryan, Garnier & Co provides equity research, sales and trading, private and public capital raising and M&A services to growth companies and their investors.

Bryan, Garnier & Co is a fully registered dealer authorized by the FCA in Europe, FINRA in the USA and is a member of the LSE and Euronext.

# HEALTHCARE

Deep industry focus, transaction expertise and global investor reach providing liquidity to European Healthcare companies and their shareholders



We rank as the top investment bank for healthcare fundraising in Europe and for Nasdaq offerings. Over the last three years, Bryan, Garnier & Co acted as lead manager on over €1.5 billion worth of equity placements in the healthcare sector. Our sales and trading desks in Europe and in the US provide unique access to the most preeminent growth focused institutional investors in the world. Our industry expertise is driven by a highly specialized equity research team and a track record of M&A transactions involving healthcare growth companies across Europe.

## SELECTED RECENT HEALTHCARE IPOs AND FOLLOW-ONS IN EUROPE

**medartis®**  
(SIX Swiss Exchange: MED SE)  
Initial Public Offering  
**CHF 142 600 000**  
Joint Global Coordinator  
and Joint Bookrunner

**symetis**  
Euronext IPO & Subsequent Sale to  
**Boston Scientific**  
**€435 000 000**  
Sole Advisor to the Sellers

**biom'up**  
(Biom'Up: BUP FP)  
IPO, Marketed Public Offering  
& Bond Issue  
**€85 000 000**  
Sole Global Coordinator

**Quantum**  
PHARMA PLC  
(LSE: QP)  
AIM IPO  
**£106 000 000**  
Placement Agent

## SELECTED RECENT HEALTHCARE PRIVATE PLACEMENTS AND WALL-CROSSED FOLLOW-ONS

Private Placement  
**Gimv**  
**\$30 000 000**  
Sole Financial Advisor

**ZEAL &**  
REVOLUTIONARY HEALTH SOLUTIONS  
(NASDAQ Copenhagen: ZEAL)  
Wall-Crossed  
Follow-on Offering  
**\$21 540 000**  
Sole Global Coordinator  
& Sole Placement Agent

**nicox**  
VISIBILE SCIENCE  
(Euronext Paris: COX)  
Wall-Crossed  
Follow-on Offering  
**€45 000 000**  
Placement Agent

**MERIEUX**  
NutriSciences  
Private Placement  
**SOFINA**  
& 2 family offices  
**€100 000 000**  
Sole Placement Agent

## SELECTED RECENT HEALTHCARE IPOs AND FOLLOW-ONS ON NASDAQ

**Ablynx**  
(Ablynx: ABLX BB)  
NASDAQ IPO  
**\$230 000 000**  
Co-Manager

**Galápagos**  
(NASDAQ: GLPG)  
NASDAQ IPO  
**\$317 000 000**  
Co-Manager

**dbv**  
technologies  
(NASDAQ: DVBT)  
NASDAQ IPO  
**€274 000 000**  
Joint Bookrunner & Co-manager

**OLDR**  
a passion for innovation  
(NASDAQ: LDRH)  
PO & Follow-on  
**€183 000 000**  
Joint Bookrunner & Co-manager

Bryan, Garnier & Co is an international growth focused investment bank with operations in London, Paris, Munich, Zurich and New York.

Bryan, Garnier & Co provides equity research, sales and trading, private and public capital raising and M&A services to growth companies and their investors.

Bryan, Garnier & Co is a fully registered dealer authorized by the FCA in Europe, FINRA in the USA and is a member of the LSE and Euronext.

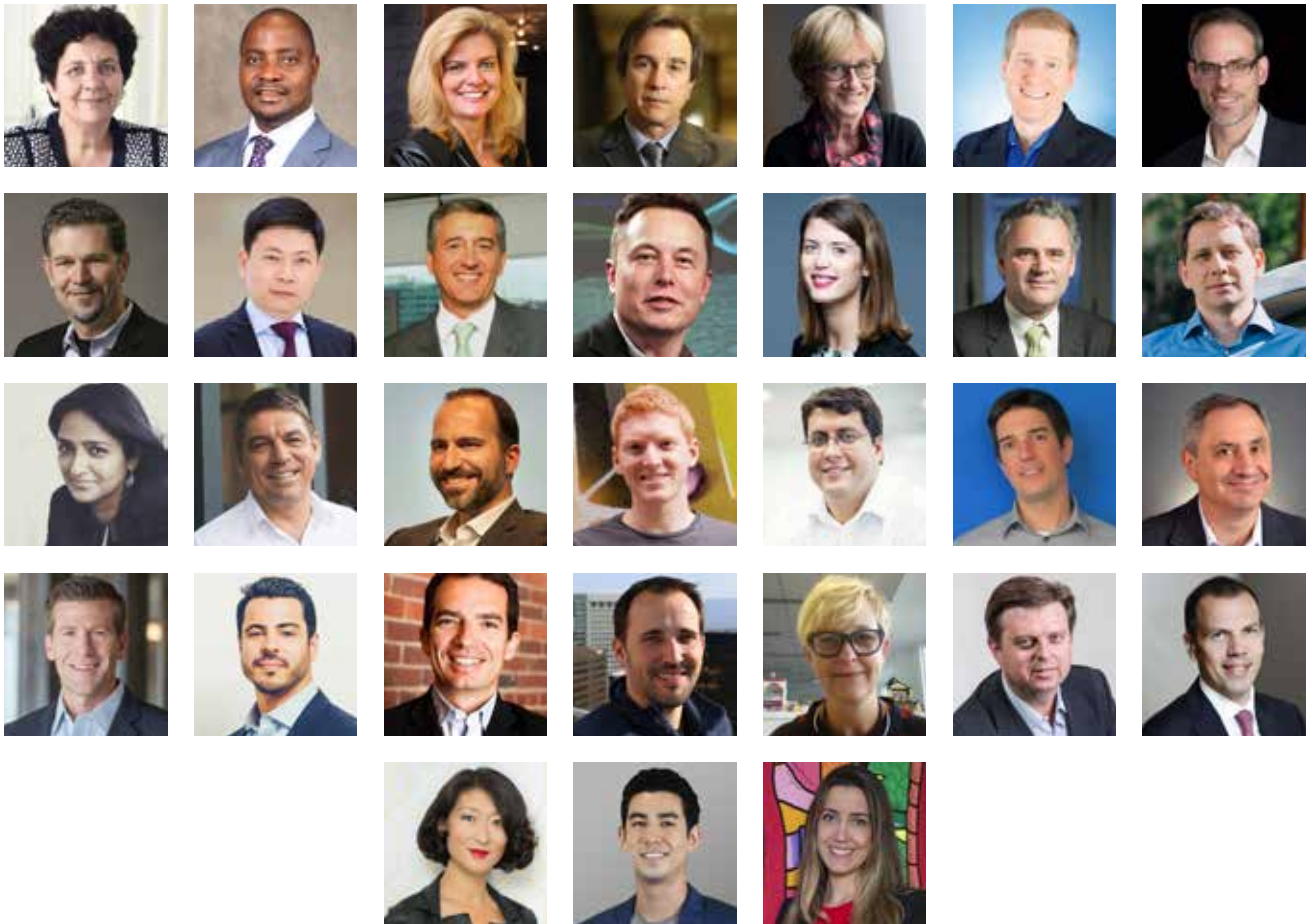
**BRYANGARNIER.COM**

THE

---

**LEADERS**





26	Institutions
32	Established Players
36	Rising stars
42	Traditional Industries
44	Nurturers / Innovation & Tech Ecosystem

# INSTITUTIONS



© IR Stone



© DR

“The best way of predicting the future is by building it”

Interview with

**FRÉDÉRIQUE VIDAL**  
French Minister of Higher Education,  
**RESEARCH AND INNOVATION**

**LEADERS LEAGUE.** What do you say to those who see the growth of artificial intelligence as nothing but a threat to traditional jobs?

**Frédérique Vidal.** The conclusions reached by various studies on the topic don't converge at all. With this in mind, I'm a firm believer in the virtues of foresight. Heavily automated jobs are destined to disappear, in the same way that certain positions were replaced by machines with the arrival of the industrial revolution. At the same time however, lots of jobs are going to be transformed and new ones will emerge. It's up to each of us to iden-

tify probable changes and foresee new requirements and, thus, the new jobs within each business sector. The best way of predicting the future is by building it and guiding the change. The worst case scenario would be if we were to see new jobs appearing, with nobody able to fill them. This is a huge project, which we should certainly be working on from now on, but all the available information points to this task taking well over a decade.

**According to a study carried out by Accenture, integrating AI into the economy between now and 2035 will generate much greater economic benefits in the USA than in France. How can this disparity be explained?**

That study relied upon a 2013 article which

tends to quantify the potential loss of jobs as a result of the digital transformation of the economy. According to the data collected, around half of all jobs are destined to disappear because they comprise a large number of automatable tasks.

These results are abrupt and fear-mongering. However, the OECD, who are looking into such matters, conclude the real figure is actually much lower: according to them, jobs with a percentage of automatable tasks below a certain threshold will not disappear, they will evolve and adapt to AI. With this in mind, the percentage of automatable tasks within jobs in France is a lot lower than in the USA. For this reason, our rate of growth should remain comparable to that across the pond, provided that we think well ahead when it comes to integrating AI. ♦

# “It’s time the African continent benefited from the IP system”



© All rights reserved

Interview with

**FERNANDO DOS SANTOS**  
Director-General, **ARIPO**

Dr Fernando dos Santos has been director general of the African Regional Intellectual Property Organization (ARIPO) since 2013. The former head of the Industrial Property Institute of Mozambique talked to Leaders League about the development of the organization and the promotion of the use of IP for innovation across the African continent.

**LEADERS LEAGUE.** What are the key issues facing law and regulation in Africa?

**Fernando dos Santos.** I think the key problem is that in a number of countries legislation is outdated; there are a number of countries that updated their legislation after the TRIPS agreement but we still have some with legislation dating from colonial times. There is also the challenge of African parliaments being very slow in adopting new laws. Indeed, IP laws that make it to parliament can remain there for a long time before actually coming into effect. Governments can argue that this is because they have other priorities, such as food supply and agriculture, but that just shows that IP is not yet a priority for many countries.

“Innovation is happening on the continent, but unfortunately this is not being translated into IP assets”

**What makes the African IP market different from other IP markets?**

Africa is still very much an importing continent; we export raw materials which have very little IP content and we import a lot of finished stuff. Innovation is happening on the continent, but unfortunately this innovation is not being translated into IP assets, so there’s a very low uptake of the IP system in Africa. We really see this reflected in the number of applications for patents and trademarks. Looking at the latest WIPO figures, we see that Africa accounts for just 0.6% of global patent applications. What is even worse is that within this 0.6%, more than 90% are not of domestic African origin, so we’ve got an incredibly low uptake of IP across the continent, which means the African IP market is not following the trends of other continents.

**How has ARIPO helped to foster innovation and creativity in Africa?**

We are now living in a knowledge-based economy, so innovation and creativity is fundamental in order to anticipate what is happening globally. One of the key issues is the protection of IP, especially where innovation is concerned. The development of an efficient IP office is necessary to encourage innovation and let innovators know that there are ways of protecting this; this is why we worked hard to streamline our procedures and make the registration process user-friendly and efficient. In 2016 we established an academy at ARIPO, which organizes training initiatives. We tackle the issue of innovation and its relationship with IP. We know that the continent is not doing enough in terms of innovation, or how there is a lot of innovation which is not translated into IP assets. Therefore our training programs aim at changing this scenario.

We offer awards for innovation and we interact directly with universities, as we believe there is a lot of innovation happening here and we need to show researchers and students how IP can add value to what they are doing. We want to see every university in Africa have its own IP policy and its own vision of IP, so as to spearhead the uptake of IP in the continent.

**What major trends have you noticed in the African and global IP markets?**

Unfortunately Africa is moving in a different direction from other IP markets. In Europe and America, we are seeing IP as a driving force for development and innovation. However, we are not yet seeing the same in Africa, which is worrying. This continent is culturally rich, with a lot of inventive potential and this needs to be used to help aid development, creativity, and innovation. ♦



Established after the signing of the Lusaka Agreement on the 9th of December 1976

Headquartered in Harare, Zimbabwe

Made up of 19 member states, and 12 observer states which are primarily the English-speaking African countries

# “SMEs and entrepreneurs drive innovation and change in the market”



Interview with  
**TISH BERARD**  
President, **INTA**

“Half of INTA’s board of directors are female and this year all but two of our officers are women”



7,200+

member organizations from  
**191 countries**,  
representing  
**31,000 trademark**  
professionals



INTA members collectively  
contribute almost \$12trn  
to global GDP annually



Headquartered in New York,  
INTA also has offices in  
Brussels, Santiago, Shanghai,  
Singapore and Washington DC  
and representatives in Geneva  
and New Delhi

International Trademark Association President Tish Berard leads the organization into its 2018-2021 strategic plan. With her taskforce on SMEs and entrepreneurs, she sees INTA crossing into the digital era.

**LEADERS LEAGUE.** What action do you plan to take during your tenure?

**Tish Berard.** Within INTA’s overall implementation plan, one of the concrete actions that I plan to take is to establish a Presidential Taskforce focused on SMEs and Entrepreneurs. This taskforce supports all three of the directives of our strategic plan.

First, through meeting and communicating with SMEs and entrepreneurs, we will actively look for opportunities to educate them about IP and promote the value of brands and trademarks. The taskforce will also reinforce consumer trust by sending out the message that IP is important to these up and coming businesses and entrepreneurs. As companies start out in business, they may not think of IP as much as they think about business mechanisms, yet IP is really what makes the connection with consumers and allows them to make informed purchase decisions.

Finally, it will embrace innovation and change, as SMEs and entrepreneurs are really those who drive innovation and change in the market. Especially with the creation of the Internet, SMEs and entrepreneurs now have a platform that makes it very easy for them to work on their great ideas and reach out to consumers worldwide.

**What do you hope the taskforce will accomplish by the end of your tenure?**

The taskforce is composed of professionals from all over the world, so I expect it to look at the challenges from a global perspective, and develop an understanding of the opportunities and challenges related to IP for SMEs and entrepreneurs from all over the world.

It is going to look at the gap between the available resources and the needs of SMEs, and make recommendations on how INTA can fill those gaps so that SMEs can use IP wisely. We also hope to identify organizations in various regions around the world that serve SMEs, and see the gaps and opportunities for educational partnering with these entities. At the end of my term as president, the Taskforce plans to present a report to INTA’s board of directors with their recommendations.

**What opportunities would you identify as the most important for INTA to take?**

There are many opportunities for INTA to take to get its strategic plan really rolling. For instance, we are developing a robust digital strategy for our Unreal Campaign, our consumer awareness campaign that provides education to teens on the importance of trademarks and IP, and the dangers of counterfeiting. Developing that program in a digital world and increasing its visibility will certainly help us achieve many of the goals of our strategic plan in terms of reaching and engaging new audiences beyond the IP community. INTA is also in the process of redesigning its website, which will make our current resources more visible and easier to access, and enlarge our reach to answer some of the questions from consumers and organizations interested in IP, and help promote the value of trademarks and brands beyond traditional audiences.

**How do you think we can promote greater diversity in the IP community?**

I’m thrilled to be president of an organization like INTA which provides amazing opportunities for gender mainstreaming: we organize seminars related to leadership building skills and ask women to be panel speakers and leaders, and it’s a great networking place for all our 31,000+ individual members to interact, promoting their true value to both their own companies and other companies. As a result of these efforts, we have a very good ratio within the committee and leadership structure. For example, half of INTA’s board of directors are women, and, this year, all but two of our officers are women. As for myself, I hope to inspire women in our industry and show that, “*If I can do it, you can do it,*” and by leading in my role as president. I think this is a great way for women to see that they should take leadership positions and become more involved in their firms and in their specific business domains. Education is important as well, as we need to let women know how to communicate their value to their firms and to others. ♦

# “The patent application backlog makes companies think twice before filing”



© All rights reserved

Interview with

**LUIZ EDGARD MONTAURY,**  
President, **ABPI**

Recently elected president of the Brazilian Association of Intellectual Property (ABPI), Luiz Edgard Montauray has been an active figure in the Brazilian IP market for over three decades now. A name partner at leading firm Montauray Pimenta, Machado & Vieira de Mello, he outlines what he aims to achieve throughout his presidency below.

**LEADERS LEAGUE.** How has the field of intellectual property changed over the last number of years in Brazil?

**Luiz Edgard Montauray.** IP litigation has increased significantly, however patents and trademark filings have decreased and clients are now facing limited budgets for IP-related work. The extent of the patent backlog in Brazil is such that local and foreign companies think twice before filing patent applications in Brazil, and this is an additional reason why there has been a reduced number of local patent applications lodged in the last few years.

**What major developments can we expect to see coming out of Brazil in the near future?**

One of the major expected developments coming down the pipe is a decrease in the patent backlog at the

BPTO (Brazilian Patent and Trademark Office). This will be achieved thanks in the main to the initiatives taken by the current administration. The BPTO launched a public consultation into

the proposal to have all 225,000 pending patent applications approved without examination.

There is some way to go, as this project is still being reviewed by the federal government, but if approved, we expect backlogs will no longer occur as the BPTO is taking additional measures to improve the performance of their examiners.

**What exactly is your mission?**

Our aim is to be the leading entity in

terms of solutions for existing IP issues in Brazil and to communicate the importance of intellectual property to government bodies and society as a whole. ABPI is also collaborating with the Brazilian PTO in order to improve its technology, its internal systems and boost the performance of its examiners.

**What are the main priorities to be addressed during your mandate as president of the Brazil Association of Intellectual Property?**

Speaking from a personal point of view, my main priorities are to bring greater visibility to the patent backlog issue both to Brazilian society in general and to the government; to help the BPTO succeed in obtaining independent management over its own funds; and to implement effective solutions to the aforementioned patent backlog problem.

Another priority for the ABPI is to strengthen our ties with the judiciary at both state and federal level. What we would like to see is a greater number of specialized IP chambers set up within the State Court of Appeals of Rio de Janeiro and to promote the education of judges on IP related matters.

Finally, ABPI would like build a much closer relationship with equivalent entities in other Latin American countries so that intellectual property organisations throughout the continent are able to exchange information and share experiences.

We will have the opportunity to do just this at the next ABPI congress taking place from August 19th to 21st, in São Paulo. The event will see presidents of other Latin American IP bodies discussing ideas and experiences on how respective jurisdictions handle universal issues, especially urgent matters such as backlogs. ♦

“We would like to see a greater number of specialized IP chambers within the State Court of Appeals of Rio de Janeiro”

# “There is no way a robot should be treated like a human being”



© All rights reserved

Interview with

**MADY DELVAUX-STEHRES**  
Member, **EUROPEAN**  
**PARLIAMENT**

**“The AI revolution is a great opportunity for the EU market but if we don’t act now, we will miss the turning point”**



Prior to being elected to the European Parliament in 2014, she held various ministerial positions in Luxembourg Governments. She was notably minister for education and minister of social security, transport and communication.

From drones and self-driving cars to industrial robots, artificial intelligence is becoming part of our daily lives. How to respond to the new legal and ethical challenges associated with this technology? In a report entitled, *With Recommendations to the Commission on Civil Law Rules on Robotics*, already debated and voted on at the European Parliament, MEPs called for a legal framework to regulate these matters at European level. We met Mady Delvaux-Stehres, the Socialists & Democrats MEP in charge of the report.

**LEADERS LEAGUE.** What types of machines does this report cover?

**Mady Delvaux-Stehres.** This is a central question since a definition will also determine the scope of the legislation. This topic touches so many different areas such as the medical sector, industry, defense, finance, education, daily home robots etc. If a vacuum cleaner, an autonomous car or an algorithm can all be considered robots, how can we cover them with one definition? Should they be treated under the same legislation? This report seeks

to cover the range of “smart autonomous robots” by taking into account today’s and tomorrow’s technological progress in the area of robotics and artificial intelligence,

it will be the duty of the Commission to clearly define what is a robot. This report identifies different criteria which could shape the definition: Degree of autonomy, physical support, self-learning, adaptable behavior to the environment etc. Since there hasn’t been a proposal so far for a legal definition of this product, we want to emphasize the essential need for such.

**What are the main legal issues posed by robots today? How urgent is it to legislate them?**

I identify five areas in which we should intervene: liability, safety and standardization, data protection, ethics and education. We are already behind. When my colleagues and I started the working group four years ago, we thought we would have time, but the technology is

moving so fast, that we cannot wait anymore. I really wish the Commission would have made a legislative proposal for this legislature ending in one year. But except for an announcement planned for April 25th, nothing further will be done.

**What would be the consequences if each member-state set up its own rules?**

We need a single piece of EU legislation to develop a coherent and safe market for robots. We need to give legal certainty and support to our companies and protection and safety to our citizens. If the market is fragmented by different national legislation, it will not be possible. Can you imagine a car company producing different cars in response to different legal criteria? Can you imagine a user stopping his autonomous car at the border? This revolution is a great opportunity for the EU market but if we don’t act now, we will miss the turning point. We have to decide what we want to do with this opportunity or the rest of the world (US, China, etc.) will decide for us. Germany already has legislation on autonomous cars, France started the legislative work with the Villani report on AI and robotics, the UK House of Commons also gave its report with guidelines for legislation, a law on liability is working its way through the legislature in Czech Republic etc. The EU has to take the lead to be stronger in our globalized world.

**Should we accord to robots the legal status of humans, corporations or something else?**

There is no way a robot should be treated like a human. A robot is and will remain



De Alexandros Michailidis

a machine. In our report, we proposed to study, among other possibilities, the use of an e-personality which would function a little bit like the legal personality of companies.

Indeed, several experts, including Professor Bertolini of the Sant'Anna School of Advanced Studies in Pisa, and prominent Paris-based new technologies lawyer Alain Bensoussan have proposed that, where an accident with a robot occurs and due to the degree of autonomy of the robot no one can be held liable, the victim could be compensated by using this e-personality to raise a fund for victims. This possibility has come in for criticism, firstly, because there has been some misunderstanding of the legal concept leading to the assessment that a robot would be treated like a human (which is of course not the goal at all).

Secondly, consumers' associations and experts have pointed out that this could mean companies are no longer held accountable for the 'actions' of their products and might be tempted to take bigger risks.

#### **How do you believe the liability of these robots should be framed going forward?**

This has to be studied carefully. So far, my favorite option is the risk-management approach, meaning the person who was best placed to prevent the risk should be liable. I also recommend in my report the creation of a mandatory insurance scheme to ensure compensation for victims without stifling innovation.

#### **What measures, specifically, are being taken to regulate robotics and AI?**

In the US, it is a legal race between states to be the most welcoming for tests. Unfortunately, this sometimes leads to too much risk, and tragic consequences, such as the Uber accident killing a person in March 2018, have resulted. In China, there is massive investment in the most strategic technologies and in providing the best place for production. Japan and South Korea have passed legislation on the standardization and safety of products.

#### **Compared to other countries, would you say the European Union is playing catch-up on this issue?**

The EU has produced great engineers, creators and developers, but so far we have not been able to hang on to them. No country in

the EU has a giant investing massively in research, so the EU should take on this duty. A coherent and safe legal framework would be an asset but we have to invest much more to help our creators. I believe that our ethical approach will also bring more confidence in our products. In the report, we also underline the educational challenge and the transition in the employment market as it is not only about the economy, it is also about our society and social cohesion. This opportunity should not be missed. It's time to decide which future we want. ♦

**“A coherent and safe legal framework would be an asset, but we have to invest much more to help our creators”**

# ESTABLISHED PLAYERS



© Lipik Stock Media



**Bryson Koehler**  
CTO, **IBM WATSON & IBM CLOUD**

- Previously served as EVP, chief technology and information officer at The Weather Company
- On the board at Atlanta Habitat for Humanity as well as Technology Association of Georgia

Bryson Koehler was named the CTO of the IBM Watson & IBM Cloud platform division in November 2016, a newly formed division that focuses on helping the company bring all of its cloud native capabilities together as a common platform aimed at providing world class developer-friendly cognitive tools. He oversees strategic issues such as overall architecture, security, operations, technical strategy, developer advocacy, strategic customer success and R&D investments. With an impressive record of leading significant transformations in various organizations, he believes real transformation starts with culture and encourages transparency, accountability and collaboration. His biggest challenge? Transforming IBM from a legacy IT enterprise to a true cloud platform company.



**David Zapolsky**  
Senior Vice President & General Counsel, **AMAZON**

- Moved to Seattle the same year as Jeff Bezos
- Formerly worked as a Brooklyn Assistant District Attorney

When David Zapolsky was asked by the wife of a former colleague, (Michelle Wilson, Amazon's GC at the time), to join the in-house legal team at Amazon in November 1999, he became a one-man litigation department. It was, perhaps, an interesting career move for the former assistant district attorney, whose original university degree was in music, before completing studies in law at UC Berkeley. Fast-forward 19 years and Zapolsky is now head of a legal department comprising hundreds of attorneys based in 15 different countries, having taken over as GC in 2012. His work encompasses legal, compliance, policy and regulatory affairs for Amazon, the world's largest online retailer, whose CEO Jeff Bezos was recently crowned the wealthiest person in the world.





**Reed Hastings**  
CEO, **NETFLIX**

- Studied artificial intelligence at Stanford University
- Taught mathematics in Swaziland as a Peace Corps volunteer from 1983 to 1985

Reed Hastings revolutionized the way people watch entertainment content by creating the remote DVD rental service Netflix in 1997, which went on to greater fame and fortune when it evolved into a movie and TV series streaming service. In 2014, Reed Hast-

ings explained, “success really only comes when most people think what you have is stupid, when it’s a crucial thing.” An intuition that he did well to follow, since the group is constantly growing with nearly 118 million subscribers to date.



**Richard Yu**  
CEO, Consumer Business Group, **HUAWEI**

- Nicknamed Cannon Yu by peers because of his outspoken and combative approach
- His motto: “Make the No.1 product because nobody remembers No.2”

Richard Yu began his career at Huawei in 1993, when the firm was in its infancy, and has held several strategic positions including 3G product director, president of the wireless product line, president of the European area, chief strategy & marketing officer and chairman of Huawei device, before being nominated CEO of the consumer business group in 2011.

Under his leadership, Huawei came from nowhere to become one of the top three in the global smartphone market by January 2016. Huawei has kept up its fast growth in spite of fierce competition: 154 million units sold in 2016, a 10.7% increase on 2016, according to Gartner. Innovation and dramatic quality improvement, Yu states, played a major role in Huawei’s rise.



**Marco Stefanini**  
Founder and CEO,  
**STEFANINI IT SOLUTIONS**

- Holder of a bachelor’s degree in geology
- Former computer analyst at Bradesco

Sometimes outsiders can have revolutionary business ideas that create million-dollar businesses. This is the case of Marco Stefanini. Holding nothing more than a bachelor’s degree in geology, Mr. Stefanini founded Stefanini IT Solutions in 1987. Over the following decades, the company increased its offering and the range of services provided. Today, Stefanini IT Solutions is the largest IT company in Latin America with operations in 39 countries. In addition to running this IT powerhouse, Mr. Stefanini is a founding member of the Brazilian Association of Information and Communication Technology (BRASSCOM) as well as a director of SEPROSP (Syndicate of Data Processing and IT Services of the State of São Paulo).



**Elon Musk,**  
CEO **TESLA**, Founder **SPACE X**, Founder **THE BORING COMPANY**

- Has three nationalities (South-African, American, Canadian)
- Emmigrated from South Africa to Canada at 17 years old
- Holds a BSc in Physics from the University of Pennsylvania

South African by birth, Elon Musk left his native country to study physics and commerce in Canada and then in the United States. His entrepreneurial streak showed itself in 1995 when he created Zip2, the first in a long series of startups he founded. Musk then gave birth to X.com (which would become Paypal) Space X, Neuralink, and the Boring Company in 2016. Last but not least, in addition to being the founder of several companies, he is also CEO of the car manufacturer Tesla. Engineer, entrepreneur, CEO, he is also a billionaire and was identified in 2017 by Forbes 400 as the 21st richest person in America. His character provokes both praise and criticism in the public. Indeed, opinions vary on what to label him, a megalomaniac to some, a visionary for others,

one thing is sure: he is revolutionizing transportation both in space and on Earth. In February 2018, Space X sent its Falcon Heavy rocket into orbit, launching a dummy-cargo of a mannequin dressed as an astronaut driving a Tesla sport car. The launch was a technological success, not to mention a remarkable publicity stunt for the billionaire. In 2012, after planes, trains, cars and boats, Elon Musk announced he wanted to create a new mode of transportation – the Hyperloop. A kind of supersonic capsule-based system, it is driven by a magnetic field generated by linear induction motors. In order for this project to see the light of day as soon as possible, Musk encourages open-source and collaborative work, by not filing any patent related to Hyperloop.

# “Our smart-scales enjoy iconic status in the connected health industry”



© All rights reserved

Interview with

**CHARLOTTE PUECHMAILLE**  
Head of Business Development,  
Europe, **NOKIA HEALTH**

“The business world is beginning to really grapple with the concept of connected health”

Nokia, the world's number one mobile phone company in the late nineties and early noughties, has risen from the ashes by diversifying. Thanks to the acquisition of French rising star Withings, the Finnish firm now offers a wide-range of connected health devices, the success of which has breathed new life into the once-troubled company.

**LEADERS LEAGUE.** The e-health sector is in constant evolution. What has this meant for Nokia Health?

**Charlotte Puechmaille.** That we focus on these revolutionary, mass-market, easy to use products. Since 2009, Withings, which became Nokia Health, has had smart-scales on the market. This product has, over time, become an iconic device in the world of connected health. The company has not stopped innovating since and has produced a string of quality products that are simple to use, aesthetically pleasing and make the most of technology. Through their design, features and ergonomics, they suit a broad spectrum of lifestyles and have a positive impact on the health of all users.

Our products give people worried about the state of their health a new way to take care of themselves. Everyone should approach their health in a proactive way by saying to themselves, “I won't only pay attention to my health when I am sick, I will take care of myself when I'm feeling fine so I don't get sick in the first place!”

**How have your ambitions in the healthcare sector changed the internal structure of Nokia?**

The business world is beginning to really grapple with the concept of connected health. At Nokia we have, in association with insurers such as Axa or Generali, put in place a unit dedicated to the sector. Nokia's approach is distinct from others. Our products don't require special training to use, or cause disruption to your daily routine, but rather sync with it. They are available worldwide. The Nokia Steel HR, for example, is an elegant connected-watch capable of alerting the wearer when they have a call or message on their phone. It also monitors their physical activity and heart-rate in an autonomous, non-intrusive fashion. The wearer, whenever they want, can view the data gathered in the Health Mate app which, via Bluetooth, seamlessly synchronizes with their watch.

**What obstacles stand in the way of connected health?**

The healthcare industry is undergoing a period of transformation, but is still too often the prerogative of specialists. Even though we work regularly with doctors and medical researchers, in our view there is a barrier between the medical world and the world of healthcare and connected wellbeing. At Nokia, we constantly strive to ensure that we are not bringing the hospital into the home. The end customer is at the center of everything we do and we are committed to bringing the immense range of services that connected devices can provide to a wider audience. Little by little, doctors are starting to recommend the use of connected health devices. The day is coming when health insurance providers will push the uses of such devices, which will motivate all of us to lead a less sedentary lifestyle or monitor weight-change, for example. For the meantime, this revolution is taking place due to the interest of the general public in the tech. However things are steadily changing and we are now seeing the big pharmaceutical laboratories turn their attentions to connected devices. So we have some very strong reasons to believe that the sector will continue to grow. More companies understand that well-being at work is a metric they have to take into consideration. That's why Nokia launched a partnership with Generali to give Generali Vitality members a reduction on Nokia's connected healthcare products. The objective? To encourage them to take regular exercise and help them lead healthier lives.

**What are this year's new innovations?**

Our ambition at Nokia Health is to monitor and improve the health of all. We are convinced that quality of sleep is an essential factor in health overall - it's up there with getting regular exercise and eating healthily. Nokia Sleep offers a product that is placed under the mattress, which collects data used to help the owner get better sleep. ♦

# “AI and machine learning are going to be at the center of a revolution”



© All rights reserved

Interview with  
**OLIVIER DERRIEN**  
 General Director France,  
**SALESFORCE**

A forerunner of cloud computing, Salesforce aims to render software licenses and their inflexibility obsolete, and has been able to create, in less than two decades, a digital environment that is supportive of partnerships and allows for a personalized service. Olivier Derrien, general manager for France, outlines the company's vision.

**LEADERS LEAGUE.** Has the rate of growth of Salesforce warped your relationship with innovation to an extent?

**Olivier Derrien.** We are currently the largest startup in the world. With a revenue of eight billion dollars and over 23,000 employees, Salesforce possesses some of the characteristics of a large multinational. However, our behavior at an internal level is much closer to that of a young company. This comes across most strongly in the highly attentive attitude we show towards our clients. As with a startup that has just signed their first contract, we exercise a particular level of care towards the needs put to us by each one of our users. Our services are based upon a principle of continuity. Changing needs and requirements guide our constant renovation as a company. Through the partnerships that we establish, our products improve, as does customer satisfaction.

**More and more French firms claim to have completed their digital transition. What do you think of this?**

The digital revolution is far from over. We have a tendency to overestimate what will happen in the next six months and underestimate what will happen in the next five years. I hear these optimistic speeches from large firms, but the reality is actually very different out in the field. One thing is sure, everybody has started to change their habits and steer themselves towards a more rational application of the potentials of digital technology. Some struggling industries seize upon new tools before others. At the same time, it's necessary to remember that this revolution we're talking about covers the entire business models of these firms. What if personalized marketing was finally possible thanks to these new technologies? This would force existing companies to place the client at the top of their list of priorities and to update the ways in which they communicate with their partners.

**In May 2018, new EU regulations on personal data will come into force. Could these laws prove to be an obstacle to the personalized client relationship that you promise?**

This is a complex subject and we are closely following the development of all relevant laws in the countries where we operate. If such laws do change, we adapt and adhere to new regulations without delay. We must also at this point separate security from confidentiality. Salesforce has a close relationship with the French National Commission on Informatics and Liberty (CNIL), so as to have our operating methods approved. With the help of lawyers specialized in personal data, we will reassure clients who are uncertain about the consequences of these new regulations. Two years ago, when the Safe Harbor principles were revoked, we sent out a contract amendment to all our clients. It's all about transparency. It's about being proactive so that we keep on top of such issues, with regards to the data protection agencies of each country but also with regards to our clients.

**What will customer relations in the future look like?**

Every employee can play an active role with clients or with potential clients of the firm. We are all salespeople in a way, because our interactions with the outside world are increasing. This explains the importance of working in different ways and carrying out organizational changes for large firms. Moreover, the client relationship will continue to become increasingly personalized. When our contacts are being inundated with diverse and varied requests, sending the right message at the right time can prove to be critical. Finally, AI and machine learning are going to be at the center of a revolution in uses. Ninety percent of the data in existence today was not available a year ago. We are entering a new era where this data will be used efficiently. ♦

# RISING STARS



© Rawpixel.com



**Dmitri Dolgov**  
Head of Self-Driving Technology, **WAYMO**

- Has a degree in Maths and Physics from the Moscow Institute of Physics and Technology
- Holds a PhD from the University of Michigan

Waymo's head of self-driving technology Dmitri Dolgov has been at the forefront of the field since the very beginning. He has worked with Google and Waymo since the inception of their self-driving car project, in 2009. Prior to this, he worked as a research scientist on automated driving projects for the Toyota Research Institute and Stanford University, whose robotic car 'Junior' placed second in the 2007 DARPA Urban Challenge. Nearing his tenth year with Google/Waymo, Dmitri Dolgov insists that he is working to build a driver, not a self-driving car, and is focused on technology that will be able to detect, interact with and understand the behavior of other drivers on the road.



**Ashwini Asokan**  
Founder & CEO, **MAD STREET DEN**

- Has a Masters in Interaction Design from Carnegie Mellon University
- Spent over ten years working in design at Intel

Ashwini Asokan is one half of the husband-wife duo behind Chennai and San Francisco based AI startup, Mad Street Den. Founded on the principle that retail is both a visual and visceral experience, the company is currently focused on the fashion sector, offering customers personalized homepages and showcasing similar products to optimize their online shopping experience. Asokan recently secured Series A funding from Sequoia Capital India. Raised in India, she moved to the US to study, before taking a job in design for tech giant Intel. Combining a love for design with an in-depth understanding of AI tech inspired Asokan to move back to Chennai and found the company with husband Anand Chandrasekan, the CTO and a former Stanford postdoctoral fellow.



Interview with

**CARSTEN BREIFFELD**  
CEO & Co-Founder, **BYTON**

**LEADERS LEAGUE.** What do you think people will expect from a vehicle in the future?

**Carsten Breiffeld.** There are so many situations where the time spent in a car is wasted, because of traffic jams, spending hours finding a parking space and so on. What do people really want? Individual mobility, safety and a certain level of customization and ownership, especially when it comes to premium customers. We want to feel at home, even when we are on the road. We all want the same good feeling that we have when we are in our living room. And the same or a better level of being connected to the world. People will expect a vehicle to be, what one might

“An electric car must have a unique concept”

term a smart, feel-good mode of transportation. The car has to meet the needs of modern digital lifestyle in terms of connectivity and convenience for the driver and passengers. Innovative functions like gesture or voice controls will make the handling of the car increasingly convenient. In addition, autonomous driving will be the key for safety and converting the time spent in the car into either a pleasurable or a productive time.

**What are you doing concerning the data security of drivers?**

Safety and security is also extremely important in all aspects of connectivity. The team at Byton Security Lab has not only developed encryption technology for the vehicle communication system's data connections in the cloud, but also inside the vehicle. The vehicle architecture is designed for the

5G era, and will be able to support data transfer speeds from the internet of up to 10 Gbit/s thanks to the roof-integrated slimline antenna.

**What will the electric car market look like five years from now, both in China and globally?**

We are all sure that cars of the future will be mainly electric-driven. In China and most Asian countries, the process of changing this mobility might be a bit faster than elsewhere, but the demand in Europe and the USA is also increasing further. We believe that simply offering an electric car will mean nothing without a unique concept. For this reason, Byton will never define itself on its electric power train but more on its general concept as a modern way of smart and connected mobility. ♦



**Dara Khosrowshahi**  
CEO, **UBER**

- Studied Bioelectrical Engineering at Brown University
- Former director of the New York Times

After many scandals, twists and turns, Uber's founder and former CEO, Travis Kalanick, was forced to resign, and in August 2017, the company's board chose a successor in the shape of Dara Khosrowshahi. Before taking up this position, the Iranian-born executive was head of travel price-comparison website Expedia, successfully leading its IPO and extending its presence to more than 60 countries as well as overseeing multiple acquisitions of rival firms including Travelocity, Orbitz and HomeAway. Now in charge of steering the world's groundbreaking ride-sharing company, Khosrowshahi hopes to replicate his previous achievements. To do so he must to meet the many challenges ahead, among which is restoring Uber's tarnished image.



**Patrick Collison**  
CEO and Co-Founder, **STRIPE**

- Became world's youngest self-made billionaire in 2016 (with his brother)
- Ranked Number 1 in Forbes Cloud Computing 100

Patrick Collison is one half of the sibling duo behind internet payment firm, Stripe, which processes billions of dollars' worth of payments annually in 25 different countries. The payment processing system offers a secure method of accepting payments without being registered to a merchant account. Growing up in rural Ireland, the brothers took up coding at an early age. When Silicon Valley venture capital fund Y Combinator showed interest in their creations it prompted a move to the capital of tech startups, San Francisco. Their first app Auctomatic, sold for \$5 million in 2008, rendering Patrick Collison a millionaire while still in his teens. Stripe has grown from an unknown startup to the online payment service of choice for internet giants such as Facebook.

# “LatAm companies must prioritize the internal exchange of experiences”



© All rights reserved

Interview with

**FABRICIO BLOISI**  
Founder & CEO, **MOVILE**

Stanford graduate Fabricio Bloisi is the founder and CEO of Movile, a Brazilian startup with over 150 million monthly users and offices in six countries. Widely considered a pioneer by the international startup community, he discusses the success of Movile and how other Latin American startups can get over their inferiority complex to thrive.

**LEADERS LEAGUE.** How has Movile's success as a startup changed the business?

**Fabricio Bloisi** Making people's lives better through mobile solutions has always been my dream. In 1998, I founded the startup that would later become Movile. In the late 1990s, we started innovating and exploiting relatively advanced technologies by betting on content for mobile devices and text messaging (SMS). At the time, we created the first SMS chat service, the first WAP (Wireless Application Protocol) search portal and enabled the commerce of ringtones in Brazil. We were also the first Latin American company which allowed for the sending of images via MMS.

Over the years, Movile has experienced intense obstacles and challenges. From our early days with two people sitting in the office of a business incubator to what we are today – a company with apps in 180 countries and

**“Latin American entrepreneurs must think big from the very beginning”**

1,600 employees in six countries – we have come a long way. For our business as we know it to reach this level, several things went wrong but we learned with each mistake and kept moving forwards. There isn't a recipe for success but I always explain that although we make a lot of mistakes, we always learn from them and correct them quickly.

**What advice can you give to start-up professionals working in Brazil?**

Every incredible project begins with two ingredients: an impossible dream and the certainty that giving up is not an option. There's a saying: *“If you tell people your biggest dream and no one laughs, it's because it's not big enough.”* Believe me, it's true – I've been through it countless times myself. So my advice is: no matter how bold or dis-

tant your goal may seem, the key to making it real is to think big, to seek inspiration from leaders who have built major businesses, and to create teams with incredible people that are passionate about what they do. Of course, working hard is essential! Plans can (and most likely will) go wrong and when that happens, you need to keep dreaming, learning, and adjusting the route to your dreams.

To keep this advice fresh in the minds of Movile employees, we have a “Future Wall,” where everyone at the office shares the dreams they want to realize.

**Who will be the next big players in the Latin American start-up ecosystem?**

In Brazil and Latin America there is great potential not only for future unicorns but also for companies with a potential value of \$10 - \$50 billion. For that to happen, however, it is important that entrepreneurs dream big when creating and developing their businesses. It's important that they have a plan and strive for it to have success on a global scale.

**How can the region create a more start-up friendly environment?**

In general, Brazilians and entrepreneurs from all over Latin America have great ideas but, due to an inferiority complex they think too small and create businesses which only aim to have impact on a national level.

For a company to achieve impact on a global scale, however, an entrepreneur must think big from the very beginning. Additionally, it is crucial that Brazilian and Latin American companies implement business models which prioritise an internal exchange of experiences, investing in an ecosystem where everyone involved in the creation and development of the company can use this knowledge to personally grow, develop themselves, and later reinvest in the company. ♦



**Guilherme Camargo**  
CEO, **SIoux**

- More than a decade of experience at Microsoft
- Professor in one of the largest marketing schools in Brazil, ESPM

Video games are considered entertainment by most, but Guilherme Camargo thinks they can be more. A lifelong gamer, he worked with the Microsoft's gaming division for six years before leaving to establish interactive technology agency Sioux. His company specializes in developing interactive technologies and Mr. Camargo's agency uses the same principles that make video games so engaging to design business software that will create greater enthusiasm in employees and potential clients. Under his guidance, Sioux has developed technologies for giants across various industries such as Santander, Warner Bros and Ubisoft. Since 2001, Sioux has developed more than 1,700 projects, including game development and publishing, innovation labs and virtual reality.



**Bob Romeo**  
CEO, **ANAQUA**

- Anaqua has recently acquired Lecorpio and AcclaimIP
- Graduated from Iona College

Bob Romeo joined Anaqua, a leading American provider of IP management and analytics software and services, in 2015 as CEO succeeding Priya Iyer. Prior to joining Anaqua, Romeo served as CEO of LexisNexis, Research & Litigation Solutions (RLS) and spent 20 years in various senior executive positions, notably within Thomson Reuters. When he was appointed in 2015, he declared "I'm thrilled to lead such an experienced and passionate team," adding "Anaqua is an innovative company with tremendous software & services. We have great people and an incredibly strong client community." Today, nearly a million professionals in intellectual property in over 150 countries use Anaqua to manage more than a billion dollars in intellectual assets.



© All rights reserved

Interview with

**LUKE MCLEROY**

Vice President and Head of Business Development, **AVANCI**

**LEADERS LEAGUE.** What were the reasons behind the establishment of Avanci? Were you aiming to fill a particular gap in the market?

**Luke McLeroy.** Avanci is focused on simplifying wireless essential patent licensing in the internet of things (IoT). We foresaw the need for a new patent licensing solution for the IoT, different from what had been done before in other industries because of the size of the IoT. Before we started Avanci, we were discussing standard-essential patent licensing with some of the car companies that were adding wireless connectivity to their products, we were able to explain to them what standard-essential patents are and what it means to license them under

“We foresaw the need for a new patent licensing solution for the IoT”

non-discriminatory terms. Their question to us was: "Can't you put together all those patents into a license for us?" So that is where Avanci comes from.

**You previously led the North American patent licensing business for Ericsson. What did you learn from your time there?**

The biggest thing I learned was that you need to be solution-driven to succeed in patent license negotiations. It is very important to listen to the other company you are negotiating with, understand their concerns and requirements and find a solution for everyone involved in the deal. Being solution-driven is now a core value at Avanci, we want a licensing solution that will work between not just companies in the wireless industry but also companies in the automobile industry – or wherever the IoT extends to next.

**Some of your recent work has been concentrated on the automobile industry. Can carmakers avoid the 'patent wars' synonymous with Silicon Valley?**

We have focused on the automobile industry because it was early to adopt connectivity and the IoT for their products. We signed our first license agreement with BMW at the end of last year. We have noticed a real interest in the auto industry to get patent licenses in place, rather than just wait for a dispute to arise if they're selling unlicensed technology. There are two main reasons for this interest. Firstly, they recognize the need to pay a fair price for the technology they are using and secondly they are aware of the risk of selling unlicensed technology in their cars as it could lead to a legal dispute which would delay delivery of their products. ♦

# “ROSS can do things that were never before possible with technology”



All rights reserved

Interview with

**ANDREW ARRUDA**  
Co-Founder & CEO,  
**ROSS INTELLIGENCE**

“Communication and education of the public is the most important factor when it comes to the success of a legal tech company”



Made Forbes' 30 Under 30 list  
in 2017



Regular TED speaker on the  
subjects of AI, law and access  
to justice



His watchwords:  
legal innovation, organizational  
change, entrepreneurship

Andrew Arruda is the co-founder of ROSS Intelligence, a tech company that leverages the power of artificial intelligence to improve legal research. After pitching its vision of creating the world's smartest lawyer, it landed \$8.7 million in Series A funding in October 2017.

**LEADERS LEAGUE.** How is what ROSS Intelligence offers different from existing legal research tools?

**Andrew Arruda.** There is a tendency by some folks who are part of new technological developments to dismiss the tools that came before, this is not the case with ROSS. The sophisticated software that came before ROSS, which now may not be sophisticated anymore due to outdated infrastructures, set the stage for what we do. You don't need AI enabled software for everything you do. What ROSS brings to the table now is the ability to do things that were never before possible with technology, and we are proud to be leading the way in the legaltech revolution when it comes to AI-enabled technology in law.

**How would you rank legal knowledge, technology, funding, communication and education of the public in the success a legaltech company?**

Of the factors listed, first and foremost communication and education of the public are the most important. The reason: people won't use software they've never heard of and don't understand. After that, I think technology is vital as, if you pique folks' interest, you better back it up. After this, I would say legal knowledge as you don't just want to have great technology that isn't solving a real problem the legal market is suffering from. Lastly, I think funding is important because no matter how fast you sell, the additional capital influxes allow you to do much more than just operating off of your revenues from the sale of your core technology. Other factors would be the tenacity of the founders and early employees which I would rank first overall if given that choice – it's a hard world out there when you are getting a tech company off the ground, you want to find the smartest, hardest working, and most adaptable people you can find. I'm lucky because I think ROSS Intelligence has the best team in the world to do what we are doing.

**In his book Homo Deus: A Brief History of Tomorrow, Yuval Noah Harari challenges accepted wisdom regarding the workings of the human mind. Is your company trying to do the same for the legal profession?**

Certainly, but I think any company that is out there trying to get folks to adopt a new product which entails a complete change to how business was conducted before is doing this. Folks didn't just tie up their horses and start buying cars, it took time, education and a whole lot of work – that's something we do every day at ROSS. That being said, I was recently speaking in Miami at the University of Miami Law School, and American Bar Association President Hilarie Bass delivered the keynote, in it she told the students that they would all practice alongside AI in the future. We are extremely proud at ROSS to have introduced and promoted the use of AI and will work tirelessly to ensure that president Bass' prediction becomes a reality not just in the US, but around the world.

**What advice do you have for paralegals or young associates whose work is the most impacted by legal AI?**

There likely isn't one area of the legal industry (ex. paralegals or young associates) that will be more affected than other groups. The entire profession, along with the hundreds of crucial support roles, will undergo some change. But this is a good thing – it means less time spent on repetitive tasks and more time on the sort of exciting and creative work that attracts people to law in the first place.

My advice to everyone in the legal profession would be to educate yourself on all of the exciting things happening both in AI as a whole, as well as legal technology more specifically. The folks that will be having the most exciting careers five, ten and twenty years from now will be the ones that seized the opportunity to grow their careers through AI. ♦





## 2018 AIPPI World Congress – Cancun September 23 - 26, 2018



**Cancun has so much to offer, from its incredible local cuisine to the natural beauty of its beaches. It boasts well-preserved archeological history and world-class infrastructure, along with five-star accommodation and amenities. AIPPI offers you the chance to experience all this and more at the World Congress from September 23 to 26, 2018. Take advantage of the Early Bird rate by June 12 to secure a reduced registration rate. We look forward to joining you where sky meets earth!**

**The programme boasts a vast range of topics covering the entire field of intellectual property:**

### PANEL SESSIONS

#### Pharma Day

- Access to medicines – what's fair?
- The endgame: patent term extensions and SCPs
- Biosimilar litigation – dissimilar considerations?
- Big Data and Big Pharma

#### General

- Free Trade Agreements – drivers of IP policy?
- Briefing: hot topics in IP
- Artificial Intelligence – the real IP issues
- Alternatives for enforcement: criminal and administrative proceedings

#### Patent

- Standard essential patents – maximising value before enforcement
- A means to an end – the doctrine of equivalents
- Harvesting innovation in agriculture – patents and more
- Out of term – provisional and post term enforcement

#### Copyright

- A balancing act – copyright versus other rights
- Linking into the digital era

#### Trademarks/copyright

- Personality rights – it's all about me ©™®

#### Trademarks

- Use it or lose it – genuine use of trademarks
- Surveying the field – a gold standard for survey evidence

### LUNCH SESSIONS

#### Lunch Session 1

- Trademarks, morality and “The Band Who Must Not Be Named”

#### Lunch Session 2

- Briefing: recent developments in IP5 cooperation

#### Lunch Session 3

- Blockchain and cryptocurrencies – all you need to know

### PLENARY SESSIONS

- Conflicting patent applications
- Partial designs
- Registrability of 3D trademarks
- Joint liability for IP infringement

**[More information on www.aippi.org](http://www.aippi.org)**

# TRADITIONAL INDUSTRIES



© effective stock photos



**Stéphane Bancel**  
CEO, **MODERNA THERAPEUTICS**

- Raised over \$500 million in the United States in early 2015
- Works in partnership with the Pasteur Institute

Former director of Biomérieux and with an international career in the healthcare field, Stéphane Bancel joined Boston based start-up Moderna Therapeutics in 2011. It's founder, Noubar Afeyan, convinced him of the tremendous impact their solution could have on people's health. The solution in question? To no longer directly administer the proteins necessary for the proper functioning of diseased cells through biological drugs, but to directly inject mRNA (a molecule carrying a "code" enabling our cells to manufacture the proteins they need). "We assume that the body is capable of making the proteins it needs to treat itself," explains the Frenchman. Moderna Therapeutics' objective? The treatment of numerous diseases such as diabetes, cancer, brain, heart and infectious diseases, but also to formulate vaccinations against the Zika and Chikungunya viruses.



**Zach Lovering**  
Project Executive, **AIRBUS VAHANA**

- Has a master's degree in Aerospace Engineering from the University of California San Diego
- His artist mother inspired some of the creative designs for Vahana

Zach Lovering heads up Airbus' ambitious flying taxi project, Vahana. Drawing upon academic experience in the complex field of aerospace engineering, Lovering also spent four years working as a senior engineer on Google CEO Larry Page's flying car effort, Zee.Aero. While at Zee.Aero he worked on aircraft structure and motor design, and has said that the focus on productization, rather than simply developing cool technology, was what drew him to Airbus. In addition, Lovering spent time developing high-quality rotary blades for both the MD500 and UH1H helicopters at the Helicopter Technology Company. According to Lovering, Airbus is uniquely positioned to begin looking at the vital infrastructure necessary to really make flying cars take off. On January 31st 2018, Vahana recorded its first successful self-piloted flight, lasting 53 seconds.



© Ineria Marm Dziecko

### Anne Flemmert-Jensen

Senior Director, Innovation and Trends, Global Insights,  
**LEGO**

- Over 15 years in innovation and leadership, consumer insights and strategic market planning
- Has a PhD in social science from the University of Southern Denmark

From being on the verge of bankruptcy in 2003 to becoming the world's most powerful brand in 2015, Lego has achieved a turnaround for the ages. Former academic and consultant in marketing and innovation, Anne Flemmert-Jensen is among the key leaders to have turned this traditional toy company into a platform of open innovation and crowdsourcing. She is part of the Future Lab, the Danish toy giant's R&D project charged with inventing the future of play for children (and adults). Her team's foremost task is to deliver insights into the ways children play, and today Lego's knowledge on this subject is probably as deep as any other organization. During Flemmert-Jensen's time at the firm Lego has successfully launched various innovation projects, including Friends, Architecture, Ideas and Fusion.



### Jones Belther

Senior Vice President of Mineral Exploration,  
**NEXA RESOURCES**

- Has experience working throughout Latin America
- Key player behind the innovations of one of Latin America's largest mining firms

In today's dynamic world, even the most established industries must embrace innovation. In his role at one of Latin America's mining giants, Jones Belther oversees Mining Lab, a program through which Nexa invites a select group of startups to collaborate by bringing novel ideas and concepts to the company. In 2018, Nexa plans to inject over \$2 million into startups. It is a winning scenario as young entrepreneurs receive funding and Nexa at the cutting edge of technological advances. In addition to his duties at Nexa Resources, Mr. Belther also serves as a director on the board of Peruvian mining company, Compañía Minera Atacocha. In addition to working in Brazil and Peru, Mr. Belther has also worked in Suriname.



© Pierre Olivier

## Data can be used to solve the problems faced by modern cities

Interview with

### LOÏC VOISIN

Head of Innovation, Marketing and Industrial Performance, **SUEZ**

**LEADERS LEAGUE.** Innovation and research are key elements of Suez's business strategy. What initiatives are you implementing in this respect?

**Loïc Voisin.** We have developed various practical solutions to the challenges of modern cities. The most significant example would be one of our digital solutions, Aquadvanced, developed for the management of drinking water distribution and sanitation networks. We have installed sensors throughout these networks. The data we collect and process allows us to remodel these systems and optimize their management in real-

time. In developed countries, almost 20% of the drinking water produced is lost before even reaching the consumer because of outdated facilities. Thanks to this intelligent system, we are able to quickly detect leaks and respond efficiently to fix any abnormalities.

**Suez actively supports startups, mainly through Suez Ventures. Which landmark innovations has this investment fund detected and how have they been incorporated into the group?**

We work with over 120 partners across the world, ranging from universities to large industrial firms as well as incubators and startups. We have, for example, helped the startup SigrenEa to develop a smart waste-collection system which works by

installing microchips at recyclable waste drop-off points so as to control how full they are from a distance and in near real-time. This system allows us to optimize the management and replacement by collection services. We are currently continuing to promote its development.

We're also involved in an open innovation program called Data City, which has been organized by the incubator Numa in collaboration with the city of Paris, the State and private-sector businesses, which aims to address the challenges posed by the city of the future, using data to transform the capital into a huge playground. We have also developed an app with the startup Craft.ai which enables us to reduce the presence of refuse bins in the streets by 46%. ♦

# NURTURERS / INNOVATION & TECH ECOSYSTEM



# “The importance of fostering unicorns in Europe is a geopolitical objective”



All rights reserved

Interview with

**FLEUR PELLERIN**

Co-Founder & Managing Partner,  
**KORELYA CAPITAL**

“It is a good thing for our businesses that there’s now more money in the ecosystem, even if that increases competition between the funds”

Having raised 100 million euros with the help of Asian investors, Korelya has just made their first investment by choosing to support Devialet. Fleur Pellerin, founder and managing partner, discusses her plans for the future and her views on the venture capital market.

**LEADERS LEAGUE.** Did the idea to create a technology focused fund financed by Asian investors which aims to support French and European startups respond to a particular demand in the market?

**Fleur Pellerin.** That’s exactly the case. Our first investment, in the audio engineering firm Devialet, is a very relevant example of this. The founders raised money to help boost their business and take it to an international audience. They accepted our funding because we brought them not just money, but privileged access to the decision-makers of major companies and financial institutions from Korea or Asia in general, such as our LPs, the Korean internet giant Naver, and its subsidiary, Line, which manages a large commercial network in South East Asia. It’s a veritable asset. However, the bet we took in raising the money from Asian investors was not a sure thing. It was thanks to the work I carried out with the initiative French Tech that France finally found its place on the map of global innovation, as my investors subsequently put it. Now, an avenue has been opened up, and I’m convinced that an increasing financial flow from Asia will arrive in Europe and in France to support the growth of our startups.

**How do you make yourselves stand out in a particularly competitive market sector and how do you decide who you want to invest in?**

Our unique selling point lies in the fact that we don’t simply offer entrepreneurs the means to finance their visions but also the expertise of a Korean unicorn and a way into the Asian market, whose power-players I am well acquainted with. Besides that, we have a very entrepreneurial approach which puts us in very close contact with the creators of these startups; we are present for all the key moments of their development. As for everything else, I’m discovering that it’s all about the art of the venture-capital profession. Luckily I am able to rely upon

highly qualified colleagues, led by my partner Antoine Dresch, an investment banker with 20 years of experience, and Delphine Villuendas and Paul Degueuse who both have backgrounds in investment funds.

**Do you concentrate on late-stage startups or do you see yourselves getting involved at earlier stages?**

Our philosophy when it comes to investment is fairly flexible because we don’t want to miss out on businesses with high potential, no matter their level of development. Claiming to be ready to conquer other markets, such as Asia, requires at least a few years of experience, which is the case with Devialet. We are able to position ourselves comfortably in roundtable discussions for Series C because we can quickly create a union with Naver if a deal which necessitates a large investment ticket, of more than ten millions euros for example, appeals to us. But we also have the capacity to invest in Series A or B, with tickets worth between one and five million euros, or even in Seed Round for even smaller amounts.

**Does the competitive venture capital environment make you wary?**

When I was a minister delegate in charge of small and medium-sized businesses, innovation and the digital economy, I was very concerned about what we call the ‘Death Valley of financing,’ which refers to the lack of financing available for late-stage fundraising. It is a good thing for our businesses that there’s now more money in the ecosystem, even if that increases competition between the funds. However, new teams are appearing and proposing different things. Our specialty is access to the Asian market and the chance to benefit from the support of a major regional internet player. When I talk about the importance of fostering the birth of European unicorns, it’s an almost geopolitical objective in order to create a counterweight to Gafa and BATX. It’s a matter of sovereignty. ♦

# “Plug and Play Japan want to energize and globalize the start-up community”



© All rights reserved

Interview with

**PHILLIP SEIJI VINCENT,**  
Founder & Managing Partner,  
**PLUG AND PLAY JAPAN**

“We simply haven’t yet seen the sort of killer app which would make consumers feel the need for IoT in the home”

Global startup accelerator and corporate innovation platform Plug and Play were early investors in hugely successful startups such as Dropbox and Paypal. Headquartered in Silicon Valley, they now have over 20 offices worldwide, including the recently opened Tokyo branch. Leaders League spoke to Phillip Seiji Vincent, who manages Plug and Play Japan.

**LEADERS LEAGUE.** How is Plug and Play different from other startup accelerators and what are you able to offer to the Japanese market?

**Phillip Seiji Vincent.** Plug and Play is something of a hybrid model between an accelerator, incubator, corporate innovation platform and a venture capital firm. All together, we call ourselves ‘the world’s largest innovation platform.’ We run over 50 accelerator programs globally, including 14 themed accelerators in Silicon Valley in anything from IoT to fintech; within each of these accelerator programs we have a handful of large corporations that sponsor the program and run it with us. Our many Japanese partners include Panasonic, Fujitsu and Rakuten, who help us shape and form the program and we source startups globally within their requests. What makes us different is that we are very industry specific and a one-stop shop for innovation.

**What differentiates the Japanese startup environment from other global startup environments?**

One of the reasons why Plug and Play targeted Japan was because we see a lot of large corporations with very high interest in the startup community at the moment. We have over 200 corporate partners in Silicon Valley; close to 40 of these partners are Japanese, all of whom are very interested in finding startups to work with via the Plug and Play platform. However, the startup ecosystem in Japan is virtually non-existent; there are not enough startups in general, and those that do exist are very domestic and local. Furthermore, the startups do not have access to enough government support, universities are not producing entrepreneurs and there are not enough corporate partners or investors. As a whole, the startup ecosystem is not up to the scale we would expect of the world’s third largest economy. Plug and Play Japan are there to energize and globalize the startup community and hopefully build it into one of the world’s premier ecosystems.

**What are the key ways in which you plan to make large Japanese corporations accessible to foreign markets?**

We have been able to create a large network of firms in Silicon Valley, because Plug and Play became something of a tourist attraction for Japanese firms there. We are continuing to build up this network, being one of the only global startup platforms currently present in Tokyo and we have a lot of interest from firms trying to reach global and not just domestic startups. Plug and Play now has 26 locations worldwide; this means that any startups from these locations which we feel would be a good fit for the Japanese market can be brought to Tokyo and introduced to our corporate partners here.

**You were previously director of IoT and mobility at Plug and Play. How do you see this technology developing over the next five years?**

As a technology that started in the consumer space, IoT has been transitioning from the B2C space to the B2B space and buzzwords such as AI, computer vision and other horizontal technologies are changing the industrial and enterprise landscape. Five years from now, I can see these consumer IoT products actually being produced; we simply haven’t seen a killer application which has made consumers feel the need for IoT in the home yet. Our mobility program focuses on four key areas, abbreviated to CASE (Connected Autonomous Shared Electric). Connected is all about connected devices, such as cars which offer the same features as our phones. There is currently a huge push for autonomous driving, with some companies suggesting they will have fully autonomous vehicles by next year and other saying they already have them. The shared part is all about finding the next Uber or Lyft, and electric concerns the ways in which people are turning away from diesel engines and moving to electric, the world will likely be producing mostly electric engines within the next five years. ♦

# “Entrepreneurial culture is growing in Brazil all the time”



© Artemisia

Interview with

**PRISCILA MARTINS**  
Manager of Institutional  
Relationships, **ARTEMISIA**

Artemisia is a Brazilian organization which, by connecting startups to investors, is fostering innovation in the country. Focusing on corporate initiatives with the potential to effect positive social impact, Artemisia's goal is to promote social development whilst aiding entrepreneurs to achieve economic growth.

## **LEADERS LEAGUE.** How do you see Brazil's innovation scene?

Entrepreneurial culture is growing in Brazil and has increasingly contributed to the growth of small, medium and large companies in a variety of sectors. The search for innovative startups has become a new way to invest in disruptive models. In our eyes, innovation can do more than create new products and services, Artemisia sees the present era as a unique opportunity to invest in innovative ideas that have the potential to impact society positively. We believe that novel ideas can lead to major companies and create positive social impact on a large scale. In this context, our most recent partners are major names such as Caixa, Facebook, Ford, Eletrópaulo and AES Tiete.

**“A new generation of professionals are seeking careers which are both profitable and ethical. They want both”**

has consolidated itself and is now a strong trend due to the efforts of companies investing in solutions to societal problems, particularly those affecting the economically disadvantaged. This trend has been motivated by a new generation of professionals seeking careers which are both profitable and ethical. They want both.

## **Which social impact initiatives have enjoyed the most success in Brazil?**

There is a huge market for technologies which can evaluate the quality or increase the access low-income families have to healthcare. Brazil spends roughly 10 per cent of its GDP on healthcare. In 2013 alone, R\$500 billion was invested in healthcare. Fifty per cent of these funds went into public health-

care, as this is the only option for approximately 70 per cent of the Brazilian population. Due to the vast sums involved, there is a major demand for startups focusing on disease prevention and healthier lifestyles. As far as education is concerned, businesses accelerated by Artemisia have shown it is possible to enhance the quality of education in Brazil. According to figures, Brazil is amongst the top-ten biggest education markets, with spending reaching the heights of R\$53 billion in 2013. As around 85 per cent of the country's students are enrolled in public schools, startups additionally have the opportunity to interact with the government. Moreover, there are plenty of opportunities in the food, energy and transportation sectors to invest in social impact initiatives.

## **Does the difficulty of securing patents in Brazil influence the local startup market?**

As far as the companies we assist are concerned, this issue can be seen in two different lights. On one hand, the procedure to secure a patent directly influences the speed with which startups can offer innovative products and services. However on the other hand, it becomes easier for entrepreneurs to shield their assets from competitors and this can increase the confidence of potential clients and investors in that particular idea.

## **How do you determine if a startup deserves to be taken to the next level?**

Artemisia connects startups to investors, so our criteria will change according to the profile of the investor and their end goal. In general, however, we follow basic guidelines such as if the entrepreneur fully understands the vision and objective behind the startup. Additionally, evidence pointing to the success of the company before investment is key, as is data regarding the financial health of the startup. A proper evaluation of its technology, how it is unique and which problems it might have is also essential. ♦

RANKINGS

---

**2018**





## **AMERICAS**

### **Argentina**

- 53 Patent Prosecution
- 54 Trademark Prosecution
- 54 IP Litigation

### **Brazil**

- 56 Patent Litigation
- 56 Patent Prosecution
- 60 Trademark Litigation
- 61 Trademark Prosecution
- 62 Copyright Law
- 62 Data Protection
- 63 Technology
- 64 Startups & Innovation
- 65 Media, Sports & Entertainment
- 66 Life Sciences
- 66 Fashion Law

### **Canada**

- 69 TMT
- 71 Patent Prosecution
- 72 Trademark Prosecution
- 73 Patent Litigation
- 74 Trademark Litigation
- 75 IT & Outsourcing

### **Chile**

- 77 General Ip Litigation
- 78 Patent Prosecution
- 79 Trademark Prosecution
- 79 Plant Breeder's Rights
- 80 Technology & Digital Services
- 80 Enforcement & Anti-Counterfeiting Actions

### **Colombia**

- 82 Trademark Prosecution
- 83 Patent Prosecution
- 84 IP Litigation
- 85 Enforcement & Anti-Counterfeiting Actions
- 85 Data Protection & Privacy

### **Ecuador**

- 87 IP Litigation
- 88 Trademark Prosecution
- 88 Plant Breeder's Rights
- 89 TMT

### **Mexico**

- 91 Patent Prosecution
- 92 Trademark Prosecution
- 93 IP Litigation
- 94 TMT
- 95 Data Protection

### **Peru**

- 98 Patent Prosecution
- 98 Patent Litigation
- 99 Trademark Prosecution
- 99 Fashion & Design Law
- 100 IP Litigation
- 101 Enforcement & Anti-Counterfeiting Actions
- 103 Telecoms
- 104 Data Protection

### **Uruguay**

- 106 IP Litigation
- 106 Enforcement & Anti-Counterfeiting Actions
- 107 Trademark Prosecution
- 107 Patent Prosecution

### **USA**

- 109 TMT (Large Cap)
- 109 TMT (Small To Mid Cap)
- 110 Health & Pharma (Large Cap)
- 110 Health & Pharma (Small To Mid Cap)
- 112 The Midas List 2018: Top 100 Tech Investors (1/2)
- 113 The Midas List 2018: Top 100 Tech Investors 2/2
- 116 Patent Prosecution
- 117 Patent Litigation
- 120 Trademark Prosecution
- 121 Trademark Litigation
- 123 Life Sciences
- 124 IT & Outsourcing
- 125 Patent Prosecution
- 126 Trademark Prosecution
- 127 Patent Litigation
- 128 Trademark Litigation
- 129 IT & Outsourcing
- 130 Patent Prosecution
- 131 Trademark Prosecution
- 132 Patent Litigation
- 133 Trademark Litigation
- 134 IT & Outsourcing



	<b>EUROPE</b>				
137	Europe Best Venture Capital Firms	183	Copyright	216	ICT
	<b>Belgium</b>	184	Media		<b>Turkey</b>
139	Patent Prosecution	185	IT & Outsourcing	218	Patent Prosecution
139	Trademark Prosecution		<b>Luxembourg</b>	218	Trademark Prosecution
140	Patent Litigation	187	IP Prosecution	219	Patent Litigation
141	Trademark Litigation	188	IP Litigation	220	Trademark Litigation
142	ICT	189	IT & Outsourcing		<b>UK</b>
	<b>France</b>		<b>Netherlands</b>	222	TMT (Large Cap)
145	TMT (Large Cap)	191	Patent Prosecution	222	TMT (Small To Mid Cap)
146	TMT (Small & Mid-Cap)	191	Trademark Prosecution	223	Healthcare (Large Cap)
147	Health & Pharma	192	IP Litigation	223	Healthcare (Small To Mid Cap)
148	IT	193	IT & Outsourcing	224	Patent Prosecution
149	Strategy & Management Of Innovation		<b>Portugal</b>	225	Trademark Prosecution
150	Patent Prosecution	195	Patent Prosecution	226	Patent Litigation
152	Trademark Prosecution	195	Trademark Prosecution	227	Trademark Litigation
154	Patent Litigation	196	IP Litigation		<b>ASIA</b>
156	Trademark Litigation	197	TMT		<b>China</b>
160	Data Protection		<b>Russia</b>	231	Patent Prosecution
162	IT & Software	199	Patent Prosecution	232	Trademark Prosecution
164	Internet	199	Trademark Prosecution	233	Patent Litigation
166	Telecoms	200	Patent Litigation	234	Trademark Litigation
	<b>Germany</b>	201	Trademark Litigation		<b>India</b>
170	TMT (Large Cap)		<b>Spain</b>	236	TMT
170	TMT (Small To Mid Cap)	203	TMT	237	Patent Prosecution / Litigation
171	Health & Pharma (Large Cap)	204	Patent Prosecution	238	Trademark Prosecution / Litigation
171	Health & Pharma (Small To Mid Cap)	205	Trademark Prosecution		<b>Japan</b>
172	Patent Prosecution	206	Patent Litigation	240	Patent Prosecution
173	Trademark Prosecution	207	Trademark Litigation	241	Patent Litigation
174	Patent Litigation	208	IT	242	Trademark Prosecution / Litigation
175	Trademark Litigation		<b>Switzerland</b>	243	General IP
176	IT & Outsourcing	210	TMT		
	<b>Italy</b>	211	Switzerland Best Venture Capital Funds		
178	TMT	212	Patent Prosecution		
179	Patent Prosecution	213	Trademark Prosecution		
180	Trademark Prosecution	214	Patent Litigation		
181	General Ip Litigation	215	Trademark & Copyright Litigation		



# AMERICAS

© anna42f



# ARGENTINA

© De guillermo\_celanof



## PATENT PROSECUTION

### Argentina Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>Marval, O'Farrell &amp; Mairal</b>	Martín Bensedón, Ignacio Sánchez Echagüe, Cirstian Bittel
2 <b>G. Breuer</b>	Jorge Otamendi, Alejandro Breuer-Moreno, Pedro Breuer-Moreno
<b>EXCELLENT</b>	
<b>Berken IP</b>	Pedro Berkenwald, Alicia Alvarez Berkenwald
<b>Obligado &amp; Cia</b>	Federico Aulmann, Juan Martin Aulmann
<b>Richelet &amp; Richelet</b>	Gastón Richelet
<b>HIGHLY RECOMMENDED</b>	
<b>Berton Moreno + Ojam</b>	Juan Carlos Ojam, Alberto R. Berton Moreno (h.), Ricardo Amigo
<b>Clarke, Modet &amp; Compañía</b>	Carlos Magnanini
<b>Estudio Chaloupka</b>	Claudia Serritelli
<b>Hausheer Belgrano &amp; Fernandez</b>	Graciela Perez
<b>Noetinger Armando Abogados</b>	Miguel Armando, Matias Noetinger
<b>Palacio &amp; Asociados</b>	Mingo Palacio
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Bernard W. Malone
<b>Moeller IP Advisors</b>	Veronica Vater
<b>Sena &amp; Berton Moreno</b>	Gustavo Sena, Alfredo M. Sena

### OBLIGADO & CÍA: RENOWNED IP BOUTIQUE IN ARGENTINA AND ABROAD



Juan Martin Aulmann

Leader: Juan Martin Aulmann and Federico Aulmann  
Established: 1889

**Track record:** The boutique acts for numerous pharmaceutical companies. Their list of clients includes Pfizer and Boheringer and they successfully represented Aventis in a very complex case. The firm manages the Latin America trademark portfolio of Peugeot. They have actively participated in complex patent litigations and are familiar with trademarks and domain names.

**Team & differentiation:** The team is composed of 12 qualified lawyers and engineers, IP agents and translators. Patent and trademark prosecution are key areas of strength for this IP boutique. Partner Federico Aulmann concentrates on patents, copyright and industrial design models while Juan Martín Aulmann focuses on trademark matters.



## TRADEMARK PROSECUTION

### Argentina Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>Marval, O'Farrell &amp; Mairal</b>	Sergio M. Ellmann, Juan M. López Mañán, Iris Quadrio
2 <b>G. Breuer</b>	Alejandro Breuer-Moreno, Agustina Martinez
<b>EXCELLENT</b>	
<b>Berton Moreno + Ojam</b>	Alberto R. Berton Moreno (h.), Juan Berton Moreno, Ricardo Amigo, Mercedes Bullrich
<b>Hausheer Belgrano &amp; Fernandez</b>	Graciela Perez, Juan Carlos de la Vega
<b>Noetinger Armando Abogados</b>	Miguel Armando, Matias Noetinger
<b>Obligado &amp; Cia</b>	Federico Aulmann, Juan Martin Aulmann
<b>Palacio &amp; Asociados</b>	Hector Palacio, Mercedes Durlach, Diego Palacio
<b>Richelet &amp; Richelet</b>	Ricardo Richelet III
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Bernard W. Malone
<b>Barbat y Cía.</b>	Matty Barbat
<b>Clarke, Modet &amp; Compañía</b>	Carlos Magnanini, Guadalupe Ocampo
<b>Ferrer Reyes, Tellechea &amp; Bouche</b>	Santiago Ferrer Reyes, Julia Elena Tellechea
<b>Sena &amp; Berton Moreno</b>	Gustavo Sena, Alfredo M. Sena
<b>RECOMMENDED</b>	
<b>Allende &amp; Brea</b>	Pablo Andrés Palazzi
<b>Brons &amp; Salas</b>	Maria Jose Rodriguez
<b>Estudio Chaloupka</b>	Paula Galvan, Olga Maidana
<b>Lauritsen &amp; Asociados</b>	Ivana Betina Lauritsen
<b>Moeller IP Advisors</b>	Victoria de Lasa Andrés
<b>O'Connor Power</b>	Santiago Ricardo O'Conor
<b>PAGBAM IP</b>	Mingo Palacio

## IP LITIGATION

### Argentina Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>G. Breuer</b>	Jorge Otamendi, Alejandro Breuer-Moreno
<b>Marval, O'Farrell &amp; Mairal</b>	Martín Bensadón, Gustavo Giay, Martin Chajchir
<b>EXCELLENT</b>	
1 <b>Noetinger Armando Abogados</b>	Fernando Noetinger, Miguel Armando, Matias Noetinger
<b>Richelet &amp; Richelet</b>	Ricardo Richelet III
2 <b>Hausheer Belgrano &amp; Fernandez</b>	Marina O. Fernández, Gabriela Musante
<b>Obligado &amp; Cia</b>	Federico Aulmann, Juan Martin Aulmann
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Bernard W. Malone
<b>Berken IP</b>	Pedro Berkenwald
<b>Berton Moreno + Ojam</b>	Alberto Berton-Moreno, Alberto R. Berton Moreno (h.), Ricardo Amigo, Juan Carlos Ojam, Raquel Fianzbaum
<b>Ferrer Reyes, Tellechea &amp; Bouche</b>	Laura de Achaval, Laura Plavnick
<b>PAGBAM IP</b>	Fernando Alonso, Santiago M. Fiorito, Julio Francisco Lago
<b>Palacio &amp; Asociados</b>	Hector Palacio, Mingo Palacio, Mercedes Durlach, Diego Palacio
<b>Sena &amp; Berton Moreno</b>	Gustavo Sena
<b>RECOMMENDED</b>	
<b>Allende &amp; Brea</b>	Pablo Andrés Palazzi
<b>Apellaniz &amp; O'Farrell</b>	Ignacio Apellaniz
<b>Brons &amp; Salas</b>	Maria Jose Rodriguez
<b>Clarke, Modet &amp; Compañía</b>	Carlos Magnanini, María Nájera
<b>Estudio Chaloupka</b>	Claudia Serritelli
<b>Izquierdo &amp; Vicetto</b>	José María Vicetto Jr., Juan Bautista Vicetto
<b>Moeller IP Advisors</b>	Mariano Municoy, Victoria de Lasa Andrés



**BRAZIL**

© De Thiago Leite



## PATENT LITIGATION

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> Dannemann Siemsen Advogados	Gustavo de Freitas Morais, Joaquim Eugenio Goulart, Eduardo Camara Junior
Licks Attorneys	Otto Licks, Carlos Aboim, Rodrigo Souto Maior, Felipe Mesquita
<b>2</b> Gusmão & Labrunie - Intellectual Property	José Roberto Gusmão, João Vieira da Cunha, Jacques Labrunie
Kasznar Leonardos - Intellectual Property	Gabriel Leonardos, Elisabeth Kasznar, Claudio Barbosa, Rafael Lacaz Amaral
<b>EXCELLENT</b>	
Bhering Advogados	Pedro Bhering, Philippe Bhering, Isabel Milman
Daniel Legal & IP Strategy	Ricardo Nunes, André Oliveira
<b>HIGHLY RECOMMENDED</b>	
BMA – Barbosa, Müssnich, Aragão	Antonella Carminatti, Claudia Schulz
Di Blasi, Parente & Associados	Gabriel Di Blasi, Paulo Parente
Guerra IP	Flavio Leonardos, Alberto Guerra
Montaury Pimenta, Machado & Vieira de Mello	Luiz Edgard Montaury Pimenta
<b>RECOMMENDED</b>	
David do Nascimento Advogados Associados	Marcello do Nascimento
Denis Borges Barbosa Advogados	Pedro Marcos Nunes Barbosa
Fialho Salles - Fialho Canabrava Andrade Salles Advogados	Lucas Spadano
Luiz Leonardos & Advogados	Ana Paula Jardim
Marinangelo & Aoki Advogados	Tânia Aoki Carneiro
Müller Mazzone	Nathalia Mazzone, Karina Müller
Trench Rossi Watanabe Advogados	Marcela Trigo de Souza
Veirano Advogados	Valdir Rocha

## PATENT PROSECUTION

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Dannemann Siemsen Advogados	Luiz Henrique do Amaral, Gustavo de Freitas Morais, Ivan Bacellar Ahlert
<b>EXCELLENT</b>	
<b>1</b> Daniel Legal & IP Strategy	Gustavo Sartori Guimarães, Rana Gosain
Kasznar Leonardos - Intellectual Property	João Luis Vianna, Gustavo Barbosa, Eduardo Rosman
<b>2</b> Bhering Advogados	Flávia Merola, Rafael Tôgel, Philippe Bhering, Pedro Bhering
Gusmão & Labrunie - Intellectual Property	Ana Paula Celidonio, Jacques Labrunie
Montaury Pimenta, Machado & Vieira de Mello	Roberto P. Vieira de Mello
<b>HIGHLY RECOMMENDED</b>	
David do Nascimento Advogados Associados	Marcos Toshiro
Di Blasi, Parente & Associados	Gabriel Di Blasi
Luiz Leonardos & Advogados	Ana Paula Jardim
<b>RECOMMENDED</b>	
BMA – Barbosa, Müssnich, Aragão	Ana Cristina Müller, Claudia Schulz, Antonella Carminatti
Fialho Salles - Fialho Canabrava Andrade Salles Advogados	Lucas Spadano
Gaiarsa, Ferreira & Meyer Propriedade Intelectual	Lucas Martins Gaiarsa, Katia Ferreira
Guerra IP	Alberto Guerra, Flavio Leonardos, Rosane Tavares, Rodrigo Ferreira
Hugo Silva & Maldonado Propriedade Intelectual	Hugo C. Silva, Lucia Maldonado, Pedro Maldonado
Soerensen Garcia Advogados Associados	Mario Augusto Soerensen Garcia
Veirano Advogados	Valdir Rocha





# INNOVATION & IP FORUM AND AWARDS

JANUARY 23, 2018

PARIS - FRANCE

Meet, learn & celebrate the best IP & IT professionals,  
with unique, international awards ceremonies,  
one to one meetings and conferences.

400+ EUROPEAN /INTERNATIONAL KEY PLAYERS  
FROM THE INNOVATION & IP WORLD, INCLUDING

IP DIRECTORS, GENERAL COUNSEL, CHIEF INNOVATION OFFICERS, CHIEF DATA PROTECTION OFFICERS,  
CHIEF DIGITAL OFFICERS, R&D DIRECTORS AND DIRECTORS OF STRATEGY

## EXTRACT OF SPEAKERS 2018



**Oliver Siegel,**  
Head of Intellectual Property  
EMEA GROUP



**Phil Parsons de la Balle,**  
Head of Intellectual Property  
& Trademarks, Microsoft,  
EMEA



**Corinne Heibel,**  
Chief Compliance Officer,  
IBM



**Jennifer Chang,**  
Assistant General Counsel,  
IBM EMEA



**John Miller Brown,**  
Head of IP  
EMEA



**Daniel Linnelby,**  
Head of Intellectual Property,  
IBM



**Pierre Sandherr,**  
Assistant Property Director,  
EMEA GROUP



**William Sims,**  
EVP Property Governance/Intel  
& Counsel, QMS GROUP



**William Park,**  
Chief Patent Counsel,  
EMEA GROUP



**Tomer Eisenberg,**  
Legal and Regulatory Director in  
the Intellectual Property Unit of the  
European Patent Office,  
EUROPEAN COMMISSION



**Chloé Le Boë,**  
Group Patent IP  
EMEA



**Deborah Stewart,**  
Chief Patent Counsel,  
EMEA

## CONTACTS US

[www.innovation-ip-forum.com](http://www.innovation-ip-forum.com)

INFORMATION & REGISTRATION  
Juline Terford

[jterford@europeanleague.com](mailto:jterford@europeanleague.com)  
+33 1 25 02 25 88



**Our analysis**

**DANNEMANN SIEMSEN:  
CENTENARY IP EXCELLENCE**



Luiz Henrique do Amaral

**Leaders:** Luiz Henrique do Amaral, Peter Eduardo Siemsen, Elisabeth Siemsen do Amaral, Gustavo de Freitas Moraes, Joaquim Eugenio Goulart, Raul Hey  
**Established:** 1900

**Track record:** Market-leading practice actively counselling the biggest names from the German, American and Japanese markets on the complete range of intellectual property matters. Renowned for its strength assisting clients from the pharmaceutical and technology industries in patent applications, technology transfer contracts and software licensing agreements.

**Team & differentiation:** Numbering close to 400 professionals, Dannemann Siemsen stands out as one of the intellectual property giants of Latin America. With seven offices located in Rio, São Paulo and Brasilia, the firm is widely considered a go-to name for each and every IP matter. Professionals routinely advise on cutting-edge issues involving, e-commerce, biotechnology and genetic patrimony.

**KASZNAR LEONARDOS:  
A HOUSEHOLD NAME IN IP LITIGATION**



Elisabeth Kasznar

**Leaders:** Elisabeth Kasznar and Gabriel Leonardos  
**Established:** 1919

**Track record:** Front-running IP outfit Kasznar Leonardos stands out for its ability to handle all kinds of sectoral disputes such as infringement suits, anti-counterfeiting mandates and cancellation actions. Highly regarded for its knowledge of internet, technology and data protection legislation as well as the strength of its life sciences practice.

**Team & differentiation:** Captained by widely admired market figures – such as Elisabeth Kasznar and Gabriel Leonardos – the practice consists of nearly 90 legal professionals who are based in Rio, São Paulo and Porto Alegre. Professionals within the team draw on their vast international experience to advise major multinationals on the full range of IP issues.

**MONTAURY PIMENTA, MACHADO & VIEIRA DE MELLO:  
RELIED UPON BY THE BEST**



Eduardo Machado

**Leaders:** Eduardo Machado, Luiz Edgard Montauray Pimenta, Ricardo P. Vieira de Mello, Roberto P. Vieira de Mello  
**Established:** 1929

**Track record:** Well known by American, French and German multinationals doing business in Brazil, the firm is frequently sought out for its expert handling of patent litigation, trademark prosecution and enforcement mandates. Major clients include leading names such as Bayer, Uber and WeWork. Also recognized for its knowledge of software and copyright issues.

**Team & differentiation:** Montauray Pimenta, Machado & Vieira de Mello has offices in both Rio and São Paulo and counts on a group of 45 lawyers and engineers to represent its colours in the Brazilian IP market. The team's in-house philosophy focuses on fostering long-term business relationships and working closely with clients.

**DANIEL LEGAL & IP STRATEGY:  
STRENGTH IN DIVERSITY**



Alicia Daniel-Shores

**Leaders:** Alicia Daniel-Shores, Breno Akherman, Rana Gosain, Rafael Rocha and Rafael Salomão  
**Established:** 1959

**Track record:** Established IP player with nearly six decades of experience advising major national and international heavyweights from the pharmaceutical, technology and publishing industries on the full range of intellectual property issues. Well known for its impressive handling of strategic trademark and patent cases. Clients includes high-flyers such as Facebook, Shell, 3M and other multinational giants.

**Team & differentiation:** Consisting of 180 attorneys, engineers and specialists, Daniel Legal & IP Strategy stands out for being the largest female-owned firm in Latin America. Well-equipped to represent clients before the Brazilian Patent and Trademark office (BPTO) and advise them on patent protection, anti-counterfeiting and trademark litigation mandates.

**LICKS ATTORNEYS:  
A LITIGATION JUGGERNAUT**



Otto Licks

**Leaders:** Otto Licks, Carlos Aboim, Rodrigo Maior, Eduardo Hallak, Lilliane Roriz, Felipe Mesquita  
**Established:** 2011

**Track record:** Admired for its excellent track record representing multinational pharmaceutical, medical devices and technology companies in high-stakes IP disputes before and against the BPTO, Anvisa and Anatel. Also recognized for its premier experience in the life sciences sector as well as the food and drug industry. Major clients include heavyweights such as Merck, Novartis and Sanofi.

**Team & differentiation:** With offices in Rio, São Paulo, Brasília and Tokyo, the team draws on the strength of its experienced litigators and in-house healthcare experts to maintain its impeccable success rate in regulatory disputes. The firm has both the largest food and drug litigation practice as well as the largest 229-C patent litigation group to be found in Brazil.

**DI BLASI, PARENTE & ASSOCIADOS:  
THREE DECADES OF CLIENT SATISFACTION**



Gabriel Di Blasi

**Leaders:** Gabriel Di Blasi and Paulo Parente  
**Established:** 1987

**Track record:** Highly active firm capably assisting local and global players such as Rede D'Or, Samsung and IBM with the full gamut of intellectual property issues. Valuable experience advising clients from the electronics, information technology and life science industries on patent and trademark prosecution, regulatory litigation and copyright law. Offers additional strength in sport and entertainment law.

**Team & differentiation:** Led by seasoned partners Gabriel Di Blasi and Paulo Parente, the team at Di Blasi, Parente & Associados closely collaborates with in-house biologists and engineers to provide high-grade IP services. With over 30 years of experience under its belt, this trusted group is relied upon by major companies from the biotechnology, chemistry and agriculture sectors.



## Our analysis

### DAVID DO NASCIMENTO: TRUSTED AT HOME AND ABROAD



Marcello do Nascimento

Leader: Marcello do Nascimento  
Established: 1970

**Track record:** With nearly five decades of experience in the market, David do Nascimento Advogados expertly assists Brazilian, American, Dutch and Spanish companies with all of their intellectual property needs. The firm frequently provides counsel to a host of clients from the pharmaceutical, telecommunications and legal sectors on IP litigation, copyright law and franchising agreements.

**Team & differentiation:** With over 55 professionals based in São Paulo and Rio, this well-established practice relies on the know-how of its lawyers and industrial property agents to advise major names such as Disney, Philips and Adidas. Noted for its capabilities in anti-counterfeiting, patent litigation and technology transfer agreements.

### HUGO SILVA & MALDONADO: LOCAL COUNSEL TO MAJOR INTERNATIONAL FIRMS



Hugo C. Silva

Leaders: Hugo Silva, Lucia Maldonado and Pedro Maldonado  
Established: 1998

**Track record:** Compact team with full-service capabilities routinely representing major law firms from the American, German and Korean markets on the complete range of IP matters in Brazil. Established track record assisting clients with patent prosecution, trademark litigation and regulatory life sciences mandates. Also provides counsel on the latest developments in technology law.

**Team & differentiation:** With offices in Rio de Janeiro and Washington, the team at Hugo Silva & Maldonado Propriedade Intelectual is well-positioned to counsel its select American clientele which includes leading IP firms such as Finnegan Henderson, Wood Herron and Cooley LLP. Celebrating their twentieth anniversary this year, the group is led by senior partners Hugo Silva, Lucia Maldonado and Pedro Maldonado.

### SIQUEIRA CASTRO: FOR ALL YOUR IP NEEDS



Márcio Costa De Menezes e Gonçalves

Leaders: Márcio Costa De Menezes e Gonçalves, Eduardo Augusto and Daniel Pitanga  
Established: 1948

**Track record:** Well-equipped to advise key companies from the telecommunications, broadcasting and fashion industries on the full spectrum of IP law. Significant experience managing anti-counterfeiting and anti-piracy portfolios as well as handling strategic trademark litigation mandates. Provides expert counsel on copyright matters.

**Team & differentiation:** Led by three partners – Márcio de Menezes e Gonçalves, Eduardo Augusto and the recently promoted Daniel Pitanga – this compact department sits within one of Brazil's legal giants. A strong IP litigation vein runs through the team which benefits from the firm's impressive territorial presence in all Brazilian capitals as well as in Portugal and in Angola.

### MARIO DE ALMEIDA: A REGIONAL BRAZILIAN POWER IN INTELLECTUAL PROPERTY



Custódio Castro de Almeida

Leaders: Custódio Cesar Castro de Almeida, Jatyr Ranzolin Jr., Marcelo Boller  
Established: 1958

**Track record:** Long-standing outfit based in the South of Brazil and well regarded for its experience defending the IP rights of local and foreign clients hailing from the clothing, industrial and food sectors. Draws on its international expertise to assist companies from the United States, China and Argentina on the full range of intellectual property issues.

**Team & differentiation:** Celebrating three decades of activity in 2018, this time-tested practice is composed of 20 lawyers and IP agents based in the states of Rio Grande do Sul and Santa Catarina. Professionals within the group value long-term business relationships, with the oldest client having worked with the firm for over 55 years.

### BHERING ADVOGADOS: FORTY YEARS ADVISING INTERNATIONAL GIANTS



Philippe Bhering

Leaders: Philippe Bhering and Pedro Bhering  
Established: 1978

**Track record:** Excellent record in strategic patent and trademark litigation, technology transfer agreements and anti-counterfeiting operations. Valued by clients such as Warner Bros., FIFA and Facebook for its advice on the full range of IP law including patents, copyrights and licensing agreements. Also noted for its expertise in complex data protection mandates.

**Team & differentiation:** Eight partners lead a team of nearly 50 legal professionals in a range of complex IP matters. The practice group's highly international background makes it well-equipped to frequently counsel leading American, German and French clients in challenging cases. Offices are in Rio, São Paulo and Curitiba.

### METHODOLOGY

#### The criteria are:

- Recognition & reputation of the firm in its market
- Team size: seniority, education & training level of partners, associates and counsel
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

#### In the course of our research, we gather detailed information from diverse sources:

**Law firms:** through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

**Clients:** we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

**Qualified third-parties:** we collect the opinion of professionals who are neither clients nor competitors, such as: investment bankers, accountants, arbitrators, expert witnesses.

**Peer-review:** We ask lawyers for their feedback on their local market and who they recommend when facing a conflict of interest. We also collect their opinion on lawyers they have worked with in other jurisdictions.



## TRADEMARK LITIGATION

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Dannemann Siemsen Advogados</b>	Luiz Henrique do Amaral, Joaquim Eugenio Goulart, Peter Eduardo Siemsen
<b>Gusmão &amp; Labrunie - Intellectual Property</b>	José Roberto Gusmão, Laetitia d'Hanens, João Vieira da Cunha, Amanda de Siervi
<b>Kasznar Leonardos - Intellectual Property</b>	Claudio Barbosa, Elisabeth Kasznar, Fabiano Rocha, Gabriel Leonardos, Nancy Caigawa, Rafael Lacaz Amaral
<b>EXCELLENT</b>	
<b>1 Bhering Advogados</b>	Philippe Bhering, Isabel Milman
<b>Daniel Legal &amp; IP Strategy</b>	André Oliveira, Rafael Marques Rocha, Ricardo Nunes
<b>Montaury Pimenta, Machado &amp; Vieira de Mello</b>	Luiz Edgard Montaury Pimenta, Eduardo Magalhães Machado
<b>2 BMA – Barbosa, Müssnich, Aragão</b>	Antonella Carminatti, Claudia Schulz
<b>Guerra IP</b>	Ricardo Pinho, Patricia Lusoli, Flavio Leonardos
<b>Licks Attorneys</b>	Otto Licks, Carlos Aboim, Eduardo Hallak, Rodrigo Maior, Liliane Roriz, Felipe Mesquita
<b>Luiz Leonardos &amp; Advogados</b>	Gustavo Leonardos, Rodrigo de Aguiar
<b>Pinheiro Neto Advogados</b>	André Giacchetta, José Mauro Machado, Márcio Junqueira Leite
<b>HIGHLY RECOMMENDED</b>	
<b>David do Nascimento Advogados Associados</b>	Marcello do Nascimento
<b>Di Blasi, Parente &amp; Associados</b>	Paulo Parente Marques Mendes, Gabriel Di Blasi, Renata Hohl
<b>Murta Goyanes Advogados</b>	Marcelo Goyanes, Antonio Murta Filho
<b>Siqueira Castro Advogados</b>	Marcio Costa de Menezes e Gonçalves, Eduardo Ribeiro Augusto, Daniel Pitanga
<b>Soerensen Garcia Advogados Associados</b>	Mario Augusto Soerensen Garcia
<b>Trench Rossi Watanabe Advogados</b>	Marcela Trigo de Souza
<b>Veirano Advogados</b>	Valdir Rocha
<b>RECOMMENDED</b>	
<b>Araripe &amp; Associados</b>	Luiz de Alencar Araripe Jr.
<b>Ariboni, Fabbri &amp; Schmidt Sociedade de Advogados</b>	Lélio Denicoli Schmidt, Hélio Fabbri Jr.
<b>Demarest Advogados</b>	Tatiana Campello, Marcelo Inglez de Souza, Claudio Mattos
<b>Fialho Salles - Fialho Canabrava Andrade Salles Advogados</b>	Lucas Spadano
<b>KLA - Koury Lopes Advogados</b>	Tania Liberman
<b>Murad PMA Intellectual Property</b>	Flavia Murad, Erika Tramarim
<b>Müller Mazzone</b>	Nathalia Mazzone, Karina Müller
<b>Ouro Preto Advogados</b>	Rodrigo de Ouro Preto Santos
<b>Souto, Correa, Cesa, Lummertz &amp; Amaral Advogados</b>	Leticia Provedel
<b>Tinoco Soares Sociedade de Advogados</b>	José Carlos Tinoco Soares Jr.
<b>TozziniFreire Advogados</b>	Marcela Waksman Ejnisman



## TRADEMARK PROSECUTION

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Dannemann Siemsen Advogados</b>	L. Henrique O. do Amaral, P. Eduardo Siemsen, A. Loureiro, G. Piva, F. Fonteles
<b>EXCELLENT</b>	
<b>Bhering Advogados</b>	Pedro Bhering, Philippe Bhering, Giuliano Maurer, Mina Spitz
<b>Daniel Legal &amp; IP Strategy</b>	Isabella Cardozo, Roberta Arantes, George de Lucena, Hannah Fernandes
<b>Gusmão &amp; Labrunie - Intellectual Property</b>	Laetitia d'Hanens, José Roberto Gusmão, João Vieira da Cunha, Jacques Labrunie
<b>Kasznar Leonardos - Intellectual Property</b>	Elisabeth Kasznar, Claudio Barbosa, Fabiano Rocha, Liz Starling
<b>Montauray Pimenta, Machado &amp; Vieira de Mello</b>	Eduardo Magalhães Machado, Ricardo P. Vieira de Mello
<b>HIGHLY RECOMMENDED</b>	
<b>1 Ariboni, Fabbri &amp; Schmidt Sociedade de Advogados</b>	Hélio Fabbri Jr.
<b>BMA – Barbosa, Müssnich, Aragão</b>	Antonella Carminatti, Claudia Christina Schulz
<b>David do Nascimento Advogados Associados</b>	Marcello do Nascimento
<b>Di Blasi, Parente &amp; Associados</b>	Paulo Parente, Renata Hohl
<b>Guerra IP</b>	Diego Vieira, Ricardo Pinho
<b>Luiz Leonardos &amp; Advogados</b>	Gustavo Starling Leonardos
<b>Soerensen Garcia Advogados Associados</b>	Mario Augusto Soerensen Garcia, Renata Corrêa Cardozo Pereira Carneiro
<b>2 Demarest Advogados</b>	Tatiana Campello
<b>Mário de Almeida - Marcas e Patentes</b>	Jatyr Ranzolin Jr., Custódio Almeida, Marcelo Boller
<b>Matos &amp; Associados Advogados</b>	Luís Fernando Matos Jr.
<b>Murad PMA Intellectual Property</b>	Flavia Murad
<b>Peduti Sociedade de Advogados</b>	Cesar Peduti, Laila dos Reis Araujo
<b>Souto, Correa, Cesa, Lummertz &amp; Amaral Advogados</b>	Leticia Provedel
<b>RECOMMENDED</b>	
<b>Araripe &amp; Associados</b>	Luis de Alencar Araripe Jr.
<b>Derraik &amp; Menezes Advogados</b>	Deliane Flausino, Maysa Zardo
<b>Dias Teixeira Sociedade de Advogados</b>	Diogo Dias Teixeira
<b>Müller Mazzone</b>	Karina Haidar Müller
<b>Murta Goyanes Advogados</b>	Marcelo Goyanes
<b>Ouro Preto Advogados</b>	Rodrigo A. de Ouro Preto Santos, Samantha Bancroft Vianna Braga
<b>Pinheiro Neto Advogados</b>	José Mauro Machado, Andre Zonaro Giacchetta
<b>Ricci &amp; Associados</b>	Antonio Ricci
<b>Siqueira Castro Advogados</b>	Eduardo Ribeiro Augusto, Márcio Costa de Menezes e Gonçalves
<b>Tinoco Soares Sociedade de Advogados</b>	José Carlos Tinoco Soares Jr.
<b>Trench Rossi Watanabe Advogados</b>	Flaviá Maria Vasconcelos Pereira
<b>Veirano Advogados</b>	Valdir Rocha
<b>Zancaner Costa e Spiewak Advogados</b>	Benny Spiewak



## COPYRIGHT LAW

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Bitelli Advogados</b>	Marcos Alberto Sant'Anna Bitelli
<b>Cesnik, Quintino &amp; Salinas Advogados</b>	Guilherme Carboni, Rodrigo Salinas, Gilberto Toscano, Leo Wojdyslawski
<b>EXCELLENT</b>	
<b>Bhering Advogados</b>	Philippe Bhering, Pedro Bhering, J. Maurer, C. de La Cerda, I. Milman, M. Spitz
<b>Dannemann Siemsen Advogados</b>	Peter Eduardo Siemsen, Attilio Gorini, José Henrique Werner, Gustavo Piva de Andrade
<b>Gusmão &amp; Labrunie - Intellectual Property</b>	J. Labrunie, J. Roberto Gusmão, L. D'Hanens, J. Vieira da Cunha, A. de Siervi
<b>Murta Goyanes Advogados</b>	Marcelo Goyanes
<b>Souto, Correa, Cesa, Lummertz &amp; Amaral Advogados</b>	Leticia Provedel
<b>HIGHLY RECOMMENDED</b>	
<b>BVA - Barreto Veiga &amp; Advogados</b>	Felipe Barreto Veiga, Danniell Barbosa Rodrigues
<b>Kasznar Leonardos - Intellectual Property</b>	Fernanda Magalhães
<b>KLA - Koury Lopes Advogados</b>	Tania Liberman
<b>Pinheiro Neto Advogados</b>	André Zonaro Giacchetta, José Mauro Machado, Márcio Junqueira Leite
<b>RECOMMENDED</b>	
<b>Di Blasi, Parente &amp; Associados</b>	Paulo Parente Marques Mendes
<b>Siqueira Castro Advogados</b>	Márcio Costa de Menezes e Gonçalves, Daniel Pitanga, Eduardo Ribeiro Augusto

## DATA PROTECTION

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Mattos Filho, Veiga Filho, Marrey Jr. e Quiroga Advogados</b>	Fábio Kujawski, Thiago Luís Sombra
<b>Opice Blum, Bruno, Abrusio e Vainzof Advogados Associados</b>	Caio César Carvalho Lima
<b>Pinheiro Neto Advogados</b>	R. de Cunto, A. Giacchetta, J. Mauro Machado, L. Galimberti, M. Junqueira Leite
<b>EXCELLENT</b>	
<b>Artese e Advogados</b>	Gustavo Artese
<b>Baptista Luz Advogados</b>	Pedro H. Ramos, Renato Leite
<b>Bhering Advogados</b>	Pedro Bhering, Philippe Bhering, Jiuliano Maurer, Clarisse de La Cerda
<b>Cortez, Rizzi &amp; Miranda Advogados</b>	Maria Cristina Cortez
<b>Dannemann Siemsen Advogados</b>	Filipe Fonteles Cabral, Gustavo Piva de Andrade
<b>Demarest Advogados</b>	Tatiana Campello, Julia Pazos, Vanessa Ferro
<b>Kasznar Leonardos - Intellectual Property</b>	Claudio Barbosa, Nancy Caigawa, Fernanda Magalhães, Pedro Vilhena
<b>Peck Advogados</b>	Patricia Peck, Márcio Mello Chaves
<b>Sette Câmara, Corrêa e Bastos Advogados Associados</b>	Alexandre Atheniense
<b>Silveiro Advogados</b>	Rodrigo Azevedo, Leonardo Braga Moura, Mauricio Brum Esteves
<b>TozziniFreire Advogados</b>	Marcela Waksman Ejnisman
<b>Veirano Advogados</b>	Fábio Luiz Barboza Pereira, Guilherme Peres Potenza
<b>HIGHLY RECOMMENDED</b>	
<b>BMA – Barbosa, Müssnich, Aragão</b>	José Eduardo de V. Pieri
<b>Campos Mello Advogados</b>	Paula Mena Barreto
<b>CGM Advogados</b>	Adriano Chaves
<b>KLA - Koury Lopes Advogados</b>	Tania Liberman
<b>Lobo de Rizzo Advogados</b>	Luiza Sato



## TECHNOLOGY

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Licks Attorneys</b>	Otto Licks, Liliane Roriz, Rodrigo Maior, Carlos Aboim
<b>Mattos Filho, Veiga Filho, Marrey Jr. e Quiroga Advogados</b>	Fábio Kujawski, Thiago Luís Sombra
<b>Opice Blum, Bruno, Abrusio e Vainzof Advogados Associados</b>	Renato Opice Blum, Caio César Carvalho Lima
<b>Pinheiro Neto Advogados</b>	Bruno Balduccini, Raphael de Cunto, André Giachetta, J. Mauro Machado, L. R. Peroba, L. Galimberti
<b>EXCELLENT</b>	
<b>Azevedo Sette Advogados</b>	Paulo Brancher, Ricardo Barretto
<b>Pinhão e Koiffman Advogados</b>	Hélio Moraes
<b>TozziniFreire Advogados</b>	Marcela Waksman Ejnisman
<b>Trench Rossi Watanabe Advogados</b>	Flávia Rebello Pereira
<b>Veirano Advogados</b>	Fábio Luiz Barboza Pereira, Guilherme Peres Potenza
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> <b>Baptista Luz Advogados</b>	Pedro Ramos, Renato Leite
<b>Cascione, Pulino, Boulos &amp; Santos Advogados</b>	Eduardo Juacaba, Marcelo Padua Lima
<b>Cortez, Rizzi &amp; Miranda Advogados</b>	Maria Cristina Cortez, Heitor Carmássio Miranda
<b>Demarest Advogados</b>	Tatiana Campello, Julia Pazos
<b>Machado, Meyer, Sendacz e Opice</b>	Elton Minasse
<b>Peck Advogados</b>	Patricia Peck, Márcio Mello Chaves
<b>Silveiro Advogados</b>	Rodrigo Azevedo, Leonardo Braga Moura, Mauricio Brum Esteves
<b>2</b> <b>Bialer Falsetti Associados</b>	Ana Paula Bialer Ingham
<b>Cescon, Barrieu, Flesch &amp; Barreto Advogados</b>	Luiz Felipe Di Sessa
<b>Dannemann Siemsen Advogados</b>	P. Eduardo Siemsen, L. Henrique do Amaral, R. Hey, G. Moraes, J. Goulart
<b>Gusmão &amp; Labrunie - Intellectual Property</b>	Jacques Labrunie, José Roberto Gusmão, Laetitia D'Hanens, Ana Celidonio
<b>Kasznar Leonardos - Intellectual Property</b>	Claudio Barbosa, Pedro Vilhena, Nancy Caigawa, Fernanda Magalhães
<b>KLA - Koury Lopes Advogados</b>	Tania Liberman, Karin Alvo
<b>Montaury Pimenta, Machado &amp; Vieira de Mello</b>	Dirceu Santa Rosa
<b>RECOMMENDED</b>	
<b>Artese e Advogados</b>	Gustavo Artese
<b>BVA - Barreto Veiga &amp; Advogados</b>	Felipe Barreto Veiga, Danniel Barbosa Rodrigues
<b>Bhering Advogados</b>	Pedro Bhering, Philippe Bhering, Clarisse de La Cerda, Mina Spitz
<b>Cesnik, Quintino e Salinas Advogados</b>	Guilherme Carboni, Rodrigo Salinas, Gilberto Toscano, Leo Wojdyslawski
<b>CGM Advogados</b>	Adriano Chaves, Martim Machado, René Gelman, Bernadete Dias
<b>COTS Advogados</b>	Márcio Cots, Ricardo Oliveira
<b>Dias Teixeira Sociedade de Advogados</b>	Diogo Dias Teixeira
<b>Fialho Salles - Fialho Canabrava Andrade Salles Advogados</b>	Lucas Spadano
<b>Motta Fernandes Advogados</b>	Fernando Stacchini, Renata Ciampi
<b>Mundie Advogados</b>	Elinor Cotait, Ana Claudia Beppu
<b>Sette Câmara, Corrêa e Bastos Advogados Associados</b>	Alexandre Atheniense
<b>Souto, Correa, Cesa, Lummerz &amp; Amaral Advogados</b>	Luis Felipe Spinelli

#### BARRETO VEIGA & ADVOGADOS: AT THE FOREFRONT OF TECHNOLOGY LEGISLATION



Felipe Barreto Veiga

Leaders: Felipe Barreto Veiga and Danniel Barbosa Rodrigues  
Established: 2015

**Track record:** Recently established boutique specializing in startups, technology and copyright law. Actively represents e-commerce, pharmaceutical and telecommunications players in data privacy, sector-related acquisitions and contractual mandates. Well-equipped to handle the legal side of setting up, developing and launching startups in the Brazilian ecosystem.

**Team & differentiation:** Consisting of seven professionals, this São Paulo-based team is captained by partners Felipe Barreto Veiga and Danniel Rodrigues both of whom have close ties with the startup and innovation scene. The group is relied upon for the quality of its legal advice by both seasoned and innovative names such as Goldman Sachs, Eventbrite and VTEX.

#### TRENCH ROSSI WATANABE: INTERNATIONAL LEGAL EXCELLENCE



Flavia Rabello

Leaders: Flavia Rabello, Flavia Vasconcelos and Marcela Trigo.  
Established: 1959

**Track record:** Practice group with an impressive track record advising Brazilian and international heavyweights from the pharmaceutical, technology and media sectors on patent prosecution, regulatory litigation and technology transfer agreements. Singled out for its strength in copyright law, trademark prosecution and licensing agreements.

**Team & differentiation:** Compact team at the heart of international legal giant Baker McKenzie led by partners Flavia Rabello, Flavia Vasconcelos and Marcela Trigo. The practice stands out for its valuable experience providing guidance to multinationals from the healthcare, e-commerce, luxury goods and cosmetics sectors.



## STARTUPS & INNOVATION

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baptista Luz Advogados</b>	Pedro Ramos, Luis Felipe Baptista Luz
<b>Demarest Advogados</b>	Thiago Maia, Luciana Tornovsky, Tatiana Campello
<b>Pinheiro Neto Advogados</b>	Bruno Balduccini, José Mauro Machado
<b>EXCELLENT</b>	
<b>BVA – Barreto Veiga &amp; Advogados</b>	Felipe Barreto Veiga, Dannel Barbosa Rodrigues
<b>Cascione, Pulino, Boulos &amp; Santos Advogados</b>	Eduardo Juaçaba, Marcelo Padua Lima
<b>Cescon, Barriau, Flesch &amp; Barreto Advogados</b>	Luiz Felipe Di Sessa
<b>Felsberg Advogados</b>	Evy Marques
<b>KLA – Koury Lopes Advogados</b>	Karin Alvo, Tania Liberman
<b>Opice Blum, Bruno, Abrusio e Vainzof Advogados Associados</b>	Renato Opice Blum, Caio César Carvalho Lima
<b>Veirano Advogados</b>	Guilherme Peres Potenza
<b>HIGHLY RECOMMENDED</b>	
<b>Fialho Salles - Fialho Canabrava Andrade Salles Advogados</b>	Lucas Spadano
<b>NELM - Nogueira, Elias, Laskowski e Matias Advogados</b>	Eduardo Felipe Matias
<b>Olivério Dal Fabbro Advogados</b>	João Otavio Pinheiro Olivério, João Guilherme Dal Fabbro
<b>RECOMMENDED</b>	
<b>CGM Advogados</b>	Adriano Chaves, Martim Machado, René Gelman, Bernadete Dias
<b>Freitas Ferraz Capuruço Braichi Riccio Advogados</b>	Bernardo Freitas, Adriano Ferraz, Thiago Braichi
<b>Machado, Meyer, Sendacz e Opice</b>	Elton Minasse, Fernanda Soler
<b>STRONG EXPERTISE</b>	
<b>Kestener, Granja &amp; Vieira Advogados</b>	Fabio Alonso Vieira, Beatriz Kestener, Rubens Granja
<b>L.O. Baptista Advogados</b>	Esther Jerussalmy Cunha, Renata Castro Veloso
<b>Queiroz Cavalcanti Advocacia</b>	Manuela Moura, Camila Oliveira, Leonardo Maciel
<b>Souto, Correa, Cesa, Lummerz &amp; Amaral Advogados</b>	Rodrigo Tellechea

#### FELSBERG ADVOGADOS: AT THE HEART OF INNOVATION



Evy Marques

Leaders: Evy Marques  
Established: 2004

**Track record:** Highly active team capably assisting both startups and emerging innovators with business structuring, tax planning, funding and day to day legal matters. Significant experience counselling fintechs, healthtechs, agritechs and legaltechs on regulatory issues, incentives and market consolidation. Additionally noted for its comprehensive knowledge of fashion law.

**Team & differentiation:** Felsberg's venture capital and innovation practice is captained by partner Evy Marques, known for her strong background in M&A and commercial contracts. She leads a team of ten associates specialized in areas such as intellectual property, tax and corporate law. The group has close relationships with the Brazilian Association of Startups and the Smart City Institute.

#### L.O. BAPTISTA: FROM STARTUPS TO CATWALKS



Renata Castro Veloso

Leaders: Esther Jerussalmy Cunha, Renata Castro Veloso and André Mendes Espírito Santo  
Established: 1938

**Track record:** Significant experience catering to startups and social impact ventures from a range of industries such as finance, energy and agribusiness. Valued by innovators for its counsel on structuring new businesses, contractual mandates, intellectual property and dispute resolution. Additional strength representing fashion heavyweights such as Hugo Boss on all issues related to IP violations.

**Team & differentiation:** The startups & innovation team is led by partners Esther Jerussalmy and Renata Veloso whilst the fashion law group is headed by partner André Mendes Espírito Santo. Both practices benefit from the firm's complementary expertise in tax, dispute resolution, international trade and corporate law.

#### BAPTISTA LUZ ADVOGADOS: TECHNOLOGY LAW EXTRAORDINAIRES



Luis Felipe Baptista Luz

Leaders: Luis Felipe Baptista Luz, Pedro Ramos and Renato Leite  
Established: 2004

**Track record:** Renowned for its expertise advising leading startups and technology companies on every stage of strategic contractual, regulatory and data privacy issues, heavyweights such as 99, Facebook and Movable rely on the firm due to its in-depth and up-to-date knowledge of Brazilian technology and data protection legislation.

**Team & differentiation:** São Paulo based, the team has some 40 lawyers, geared towards technology and data protection law. Over 70% hold a postdoctoral degree and regularly author white-papers on tech-related issues. In 2017, the firm launched 'Espaço Startup,' a digital platform to give emerging businesses and entrepreneurs legal guidance.



## MEDIA, SPORTS & ENTERTAINMENT

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Bitelli Advogados</b>	Marcos Alberto Sant'Anna Bitelli
<b>Cesnik, Quintino &amp; Salinas Advogados</b>	Fábio Cesnik, Rodrigo Salinas, Gilberto Toscano, Roberto Jucá
<b>EXCELLENT</b>	
<b>Bichara &amp; Motta Advogados</b>	Marcos Motta
<b>BMA – Barbosa, Müssnich, Aragão</b>	Antonella Carminatti, Claudia Schulz
<b>Dannemann Siemsen Advogados</b>	Peter Eduardo Siemsen, Attilio Gorini, José Henrique Werner, Gustavo Piva de Andrade
<b>Demarest Advogados</b>	Tatiana Campello, Marcelo Inglez de Souza, Claudio Mattos
<b>Machado, Meyer, Sendacz e Opice</b>	Guilherme Anders
<b>Murta Goyanes Advogados</b>	Marcelo Goyanes
<b>Pinheiro Neto Advogados</b>	Raphael de Cunto, Luiz Roberto Peroba, José Mauro Machado
<b>HIGHLY RECOMMENDED</b>	
<b>ASBZ Advogados</b>	Alfredo Zucca
<b>Baptista Luz Advogados</b>	Pedro H. Ramos
<b>Levy &amp; Salomão Advogados</b>	Simone Lahorgue Nunes
<b>Lilla Huck Otranto Camargo Advogados</b>	Maurício Vedovato
<b>Lins de Vasconcelos Advogados Associados</b>	Cláudio Lins de Vasconcelos
<b>Mattos Filho, Veiga Filho, Marrey Jr. e Quiroga Advogados</b>	Fabio Kujawski
<b>Schivartche Advogados</b>	André Schivartche
<b>Souto, Correa, Cesa, Lummertz &amp; Amaral Advogados</b>	Leticia Provedel
<b>Veirano Advogados</b>	Valdir Rocha, Fábio Pereira
<b>RECOMMENDED</b>	
<b>1 Bhering Advogados</b>	Pedro Bhering, Philippe Bhering, Juliano Maurer, Mina Spitz, Isabel Milman
<b>Kasznar Leonardos - Intellectual Property</b>	Fernanda Magalhães
<b>KLA - Koury Lopes Advogados</b>	Tania Liberman
<b>Mundie Advogados</b>	Elinor Cotait, Ana Claudia Beppu
<b>Silveiro Advogados</b>	Rodrigo Azevedo, Leonardo Braga Moura, Mauricio Brum Esteves
<b>2 Campos Mello Advogados</b>	Paula Mena Barreto
<b>CSMV Advogados</b>	André Sica
<b>Garcia &amp; Keener Advogados</b>	Carlos Eugenio Lopes
<b>Guerra IP</b>	Alberto Guerra
<b>Gusmão &amp; Labrunie - Intellectual Property</b>	João Vieira da Cunha
<b>Machado Alves Advogados</b>	Tarsila Machado Alves
<b>Santoro, Almeida &amp; Andries Advogados</b>	Luiz Felipe Guimarães Santoro

BRAZIL



## FASHION LAW

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Bhering Advogados</b>	Pedro Bhering, Philippe Bhering, Giuliano Maurer, Mina Spitz
<b>D. Portilho</b>	Deborah Portilho
<b>Gusmão &amp; Labrunie - Intellectual Property</b>	Laetitia D'Hanens
<b>EXCELLENT</b>	
<b>CGM Advogados</b>	Martim Machado
<b>Daniel Legal &amp; IP Strategy</b>	Robert Daniel-Shores
<b>Kasznar Leonardos - Intellectual Property</b>	Elisabeth Kasznar, Nancy Caigawa, Gabriel Leonardos, Fabiano Rocha
<b>HIGHLY RECOMMENDED</b>	
<b>DC Associados</b>	Bruna Rego Lins
<b>Felsberg Advogados</b>	Maria Carolina Guazzelli
<b>L.O. Baptista Advogados</b>	André Mendes Espírito Santo
<b>Murad PMA Intellectual Property</b>	Flavia Murad, Cassio Mosse
<b>Souto, Correa, Cesa, Lummertz &amp; Amaral Advogados</b>	Leticia Provedel

## LIFE SCIENCES

### Brazil Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Kestener, Granja &amp; Vieira Advogados</b>	Beatriz Kestener, Rubens Granja
<b>Licks Attorneys</b>	Otto Licks, Eduardo Hallak
<b>Pinheiro Neto Advogados</b>	Angela Fan Chi Kung, Camila Martino Parise
<b>EXCELLENT</b>	
<b>A. Lopes Muniz Advogados Associados</b>	Marcos de Freitas Levy
<b>Correia da Silva Advogados</b>	Rodrigo Correia da Silva
<b>Dannemann Siemsen Advogados</b>	Gustavo de Freitas Morais
<b>Demarest Advogados</b>	Tatiana Campello, Camila Biral, Luciana Penteadó
<b>Fialdini Einsfeld</b>	Pedro Fialdini
<b>Fukuma Advogados</b>	Patrícia Fukuma Jannini
<b>Kasznar Leonardos - Intellectual Property</b>	Anderson Ribeiro, João Vianna
<b>Mattos Filho, Veiga Filho, Marrey Jr. e Quiroga Advogados</b>	Maria Fernanda Prado e Silva
<b>TozziniFreire Advogados</b>	Elysangela de Oliveira Rabelo
<b>Vicente Nogueira Advogados</b>	Vicente Nogueira
<b>Zancaner Costa e Spiewak Advogados</b>	Benny Spiewak
<b>HIGHLY RECOMMENDED</b>	
<b>Campos Mello Advogados</b>	Terence Trennepohl
<b>CGM Advogados</b>	Bernadete Dias, Adriano Chaves
<b>KLA - Koury Lopes Advogados</b>	Tiago Cortez, Paulo Prado
<b>Machado, Meyer, Sendacz e Opice</b>	Ana Karina de Souza, Laura Garcia de Freitas Souza
<b>Veirano Advogados</b>	Renata Fialho de Oliveira, Priscila Sansone
<b>Zeigler e Mendonça de Barros Sociedade de Advogados</b>	Silvia Zeigler, Gerardo Figueiredo Junior

### CAMPOS MELLO: LOCAL QUALITY WITH GLOBAL HORIZONS



Terence Trennepohl

Leader: Terence Trennepohl  
Established: 1981

**Track record:** Robust practice assisting major names from the pharmaceutical, consumer goods and medical devices sectors with the full range of life sciences mandates. Proven record advising on regulatory compliance, strategic litigation and sector-related M&A transactions. Additionally recognized for its capabilities advising on Brazilian data privacy legislation and media licensing agreements.

**Team & differentiation:** A cooperation agreement with DLA Piper gives Campos Mello's clients access to over 300 life sciences practitioners in over 50 locations worldwide. Locally, the firm's offering comprises legal professionals with scientific and industry-specific backgrounds. The life sciences department is run by partner Terence Trennepohl. Partner Paula Barreto leads the data protection team.

# XXXVIII<sup>N</sup> 018 BRASIL

CONGRESSO INTERNACIONAL DA  
PROPRIEDADE INTELECTUAL • ABPI

INTERNATIONAL CONGRESS ON  
INTELLECTUAL PROPERTY • ABPI

[19-21] AGOSTO  
AUGUST **SP**



SÓCIOS INSTITUCIONAIS » INSTITUTIONAL MEMBERS

PLATINA » PLATINUM

DANNEMANN  
SIEMSEN  
BIGLER &  
IPANEMA MOREIRA

**INTERFARMA**  
Saúde se faz com ética e inovação.

MONSANTO



MontauryPimenta  
Machado &  
Vieira de Mello  
ADVOGADOS • PROPRIEDADE INTELECTUAL

**QUALCOMM**

PRATA » SILVER

**DANIEL**  
Legal & IP Strategy



OURO » GOLD

**BHERING**  
ADVOGADOS



**Di Blasi  
Parente  
& Associados**

**Kasznar  
Leonardos** (1919)  
PROPRIEDADE  
INTELLECTUAL

BRONZE



Arbom,  
Fabbrini &  
Schmidt

**DN** DAVID DO NASCIMENTO  
PROPRIEDADE INTELECTUAL



**GUSMÃO & LABRUNIE**  
PROPRIEDADE INTELECTUAL • INTELLECTUAL PROPERTY

**OUROPRETO**  
ADVOGADOS  
PROPRIEDADE INTELECTUAL





**CANADA**



## TMT

### Canada Best Investment Banks

The firms are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>BMO Capital Markets</b>	Daniel Barclay (Head of Global Investment & Corporate Banking, Canada and International), John Armstrong (Deputy head)
<b>Cibc World Markets</b>	Roman S. Dubczak ( Managing director, Head Global Investment Banking)
<b>Rbc Capital Markets</b>	Derek Neldner ( Managing director, Head of Canadian and Asia Pacific Investment Banking)
<b>TD Securities</b>	Patrick Meneley (Head of Global Corporate and Investment Banking)
<b>EXCELLENT</b>	
<b>Goldman Sachs</b>	Peter Enns (CEO, Canada)
<b>Evans &amp; Evans</b>	Michael A. Evans (Principal), Jennifer Lucas (Managing Partner)
<b>Pagemill Partners - Duff &amp; Phelps</b>	Christian Bennett (Managing Director)
<b>PwC</b>	Eric Castonguay (Partner, National Corporate Finance Leader)
<b>HIGHLY RECOMMENDED</b>	
<b>Canaccord Genuity</b>	Chris Blackwell (Head of Investment Banking, Canada), Dan Coyne (Head of US Investment Banking)
<b>Barclays</b>	Tim Kitchen (Head of Investment Banking, Canada)
<b>Martin Wolf Securities</b>	Martin D. Wolf (President), Seth Collins (Managing Director)
<b>PJT Partners</b>	Ivan Brockman (Partner), James Murray (Partner)
<b>RECOMMENDED</b>	
<b>National Bank Financial</b>	Michael Levin (Group Head of M&A), Peter Jelley (Head of Investment Banking, Canada)
<b>UBS Investment Bank</b>	Alain Auclair (Head of Investment Banking, Canada)



## CANADA VENTURE CAPITAL FUNDS

The firms are listed alphabetically

FIRM	INDUSTRY
<b>32 Degrees Capital</b>	Oil & Gas
<b>500 Startups</b>	Startups
<b>Alternative Capital Group</b>	CleanTech, Consumer & Retail, Forestry, IT & Services, Industrial & Manufacturing, Infrastructure, Oil & Gas
<b>Annapolis Capital</b>	Oil & Gas
<b>ArcTern Ventures</b>	CleanTech, Industrial & Manufacturing
<b>AVAC</b>	CleanTech, Forestry, IT & Services
<b>Avrio Ventures Management Group</b>	CleanTech, Food, Beverages & Agribusiness
<b>BDC Capital</b>	CleanTech, IT & Services, Industrial & Manufacturing, Life Sciences
<b>Bioentreprise Capital Ventures</b>	Food, Beverages & Agribusiness
<b>Celtic House Venture Partners</b>	IT & Services
<b>Chrysalix EVC</b>	CleanTech, Energy & Power
<b>Covington Capital Corporation</b>	CleanTech, Consumer & Retail, IT & Services, Infrastructure, Life Sciences, Other
<b>CTI LifeScience Fund</b>	Life Sciences
<b>Cycle Capital Management</b>	Automotive & Transportation, CleanTech, Industrial & Manufacturing
<b>Discovery Capital Management</b>	CleanTech, IT & Services
<b>Espresso Capital Partners</b>	CleanTech, Energy & Power, Oil & Gas
<b>Eventi Capital Partners</b>	CleanTech, Consumer & Retail, IT & Services, Life Sciences, Mining & Resources
<b>Fondaction</b>	IT & Services, Life Sciences
<b>Fonds de solidarité (FTQ)</b>	Automotive & Transportation, CleanTech, Consumer & Retail, Financial, IT & Services, Industrial & Manufacturing, Infrastructure, Life Sciences, Real Estate
<b>Genesys Capital Management</b>	Life Sciences
<b>Georgian Partners Inc</b>	IT, Softwares
<b>Golden Venture Partners</b>	IT & Services
<b>iGan Partners</b>	IT & Services, Industrial & Manufacturing, Life Sciences
<b>Impression Ventures</b>	IT & Services
<b>Innovacorp</b>	CleanTech, IT & Services, Life Sciences, Other
<b>inova Capital</b>	IT & Services
<b>Investeco Capital</b>	CleanTech, Industrial & Manufacturing
<b>Lumira Capital</b>	Life Sciences
<b>LX Ventures / Oak Mason Investments</b>	Financial, Food, Beverages & Agribusiness, IT & Services, Life Sciences, Real Estate
<b>McRock Capital</b>	IT & Services, Industrial & Manufacturing, Oil & Gas
<b>Mistral Venture Partners</b>	IT, Startups
<b>New Brunswick innovation Foundation</b>	IT & Services, Industrial & Manufacturing, Life Sciences, Mining & Resources
<b>NexusCrowd</b>	Automotive & Transportation, CleanTech, Consumer & Retail, Financial, IT & Services, Industrial & Manufacturing, Infrastructure, Life Sciences, Real Estate
<b>Nova Scotia Business Venture Capital</b>	CleanTech, IT & Services, Industrial & Manufacturing, Life Sciences
<b>Pangaea Ventures</b>	Automotive & Transportation, CleanTech, Electronic & Semiconductor, Energy & Power, Industrial & Manufacturing, Life Sciences, Mining & Resources
<b>Pycap Venture Partners</b>	IT & Services
<b>Real Ventures</b>	IT & Services
<b>Relay Venture</b>	IT, Telecom
<b>Rho Capital Ventures</b>	CleanTech, IT & Services
<b>Roadmap Capital</b>	CleanTech, IT & Services, Industrial & Manufacturing, Life Sciences
<b>Ryerson Futures</b>	Consumer & Retail, Financial, IT & Services, Infrastructure, Life Sciences
<b>Summerhill Venture Partners</b>	Digital Media, IT & Services, Mobile & Telecom, Other
<b>Tandem Expansion Fund</b>	CleanTech, IT & Services, Life Sciences, Mobile & Telecom
<b>Tech Capital Partners</b>	Digital Media, Electronic & Semiconductor, IT & Services, eCommerce
<b>Technology Venture CoporationTop Renegy</b>	IT & Services, Life Sciences, Other
<b>Trellis Capital</b>	CleanTech, IT & Services, Life Sciences
<b>TVM Life Science Management</b>	Life Sciences
<b>Vanedge Capital Partners</b>	Digital Media, IT & Services, Mobile & Telecom, Other, eCommerce
<b>Version One Ventures</b>	IT & Services

Source: Canadian Venture Capital & Private Equity Association



## PATENT PROSECUTION

### Canada Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Gowling WLG</b>	Anthony G. Creber, Robert MacDonald, Christopher Van Bar
<b>Smart &amp; Biggar/Fetherstonhaugh</b>	Yoon Kang, David Schwartz, Matthew Zischka
<b>EXCELLENT</b>	
<b>Bereskin &amp; Parr</b>	Philip C. Mendes da Costa, Micheline Gravelle
<b>Borden Ladner Gervais</b>	Jason Howg
<b>Norton Rose Fulbright</b>	Paul J. Field, Sébastien Clark
<b>Osler</b>	Bradley J. White
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Christopher Aide
<b>Bennett Jones</b>	Martin P.J. Kratz
<b>Blake Cassels &amp; Graydon</b>	Anthony Prenol, Sheldon Burshtein
<b>Deeth Williams Wall</b>	Gervas Wall
<b>Marks &amp; Clerk</b>	Ian Clark
<b>McCarthy Tétrault</b>	Alfred A. Macchione
<b>Ridout &amp; Maybee</b>	Mitchell B. Charness
<b>Sim &amp; McBurney</b>	Michael I. Stewart, David A. Ruston
<b>Torys</b>	Eileen M. McMahon
<b>RECOMMENDED</b>	
<b>Cassan Maclean</b>	Lynn S. Cassan, Scott P. Maclean
<b>DLA Piper</b>	Bruce W. Stratton
<b>Fasken Martineau</b>	Armand M. Benitah, Richard Y. Cheung
<b>Goudreau Gage Dubuc</b>	Alain M. Leclerc
<b>Kirby Eades Gale Baker</b>	Trevor Mee
<b>McMillan</b>	Keith Bird
<b>Moffat &amp; Co Macera &amp; Jarzyna</b>	John Macera
<b>Oyen Wiggs Green &amp; Mutala</b>	Bruce M. Green
<b>Riches McKenzie &amp; Herbert</b>	Paul L. Herbert



## TRADEMARK PROSECUTION

### Canada Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Bereskin &amp; Parr</b>	Cynthia Rowden, Robert MacFarlane, Donald Cameron, Daniel Bereskin
<b>Gowling WLG</b>	Kelly Gill, Robert MacDonald, Brian Kingwall
<b>Smart &amp; Biggar/Fetherstonhaugh</b>	Keltie Sim Luft, Phillip Lapin, Christian Bolduc
<b>EXCELLENT</b>	
<b>1 Blake Cassels &amp; Graydon</b>	Anthony Prenol, Sheldon Burshtein
<b>Borden Ladner Gervais</b>	Mary Jane Lemenchick
<b>Norton Rose Fulbright</b>	Jean-François Drolet
<b>Osler</b>	J. Bradley White
<b>Ridout &amp; Maybee</b>	Timothy C. Bourne
<b>Robic</b>	Laurent Carrière
<b>2 Fasken Martineau</b>	Jean-Philippe Mikus
<b>Torys</b>	Eileen M. McMahon
<b>HIGHLY RECOMMENDED</b>	
<b>Bennett Jones</b>	Martin P. J. Kratz
<b>Cassels Brock &amp; Blackwell</b>	Shane Hardy
<b>Deeth Williams Wall</b>	Douglas N. Deeth
<b>DLA Piper</b>	Ronald E. Dimock
<b>Marks &amp; Clerk</b>	Coleen Morrison
<b>McMillan</b>	Keith Bird
<b>Moffat &amp; Co Macera &amp; Jarzyna</b>	John S. Macera
<b>Riches McKenzie &amp; Herbert</b>	Michael Adams
<b>Sim &amp; McBurney</b>	Kenneth D. McKay
<b>Shapiro Cohen</b>	Chantal Bertoša
<b>RECOMMENDED</b>	
<b>Fasken Martineau</b>	Jean-Philippe Mikus
<b>Goudreau Gage Dubuc</b>	Chantal Desjardins
<b>McCarthy Tétrault</b>	Charles S. Morgan





## PATENT LITIGATION

### Canada Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> <b>Goodmans</b>	Andrew Brodtkin, Harry Radomski
<b>Smart &amp; Biggar/Fetherstonhaugh</b>	François Guay, Steven Garland, Gunars Gaikis
<b>2</b> <b>DLA Piper</b>	Ronald E. Dimock, Bruce W. Stratton, Alan Macek
<b>Gowling WLG</b>	Anthony G. Creber, Hélène D'Iorio
<b>EXCELLENT</b>	
<b>Aitken Klee</b>	David Aitken, Marcus Klee
<b>Bereskin &amp; Parr</b>	Robert MacFarlane
<b>Borden Ladner Gervais</b>	Christine Pallota
<b>McCarthy Tétrault</b>	Andrew J. Reddon, Steven Mason
<b>Norton Rose Fulbright</b>	Paul J. Field, Judith Robinson
<b>Osler</b>	J. Bradley White, John C Cotter
<b>Robic</b>	François M. Grenier, Adam Mizera
<b>Torys</b>	Andrew M. Shaughnessy, Andrew Bernstein
<b>HIGHLY RECOMMENDED</b>	
<b>Baker Mckenzie</b>	Christopher Aide, Kamleh Nicola, Stephanie Vaccari
<b>Bennett Jones</b>	Martin P.J. Kratz
<b>Belmore Neidrauer</b>	Lindsay Neidrauer
<b>Deeth Williams Wall</b>	Douglas N. Deeth, Gervas W. Wall
<b>Fasken Martineau</b>	Julie Desrosiers
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Christopher Aide, William Richardson
<b>Blake Cassels &amp; Graydon</b>	Anthony Prenol, Francis Rouleau
<b>Gilbert's</b>	Tim Gilbert
<b>Goudreau Gage Dubuc</b>	Alain M. Leclerc
<b>Jolicœur Lacasse</b>	Greg Moore
<b>Lenczner Slaght</b>	Andrew Skodyn, Sana Halwani
<b>McMillan</b>	David W. Kent
<b>Oyen Wiggs Green &amp; Mutala</b>	Bruce M. Green, Craig A. Ash, David McGruder
<b>Ridout &amp; Maybee</b>	Mitchell B. Charness
<b>Stikeman Elliott</b>	Jonathan N. Auerbach, Justine M. Whitehead



## TRADEMARK LITIGATION

### Canada Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Bereskin &amp; Parr</b>	Donald M. Cameron, Cynthia Rowden
<b>Gowling WLG</b>	Anthony G. Creber
<b>Smart &amp; Biggar/Fetherstonhaugh</b>	Mark Evans, François Guay, Steven Garland
<b>EXCELLENT</b>	
<b>1 Baker Mckenzie</b>	Christopher Aide, Kamleh Nicola, Stephanie Vaccari
<b>Borden Ladner Gervais</b>	Jason Howg, Christine Pallotta
<b>Blake Cassels &amp; Graydon</b>	Sunny Handa, Anthony Prenol
<b>Goodmans</b>	Andrew Brodtkin, Amalia Berg
<b>Norton Rose Fulbright</b>	Brian W. Gray, Mark Edward Davis
<b>Osler</b>	Bradley J. White
<b>Robic</b>	François Grenier
<b>2 DLA Piper</b>	Ronald E. Dimock, Sangeetha Punniyamoorthy
<b>HIGHLY RECOMMENDED</b>	
<b>Aitken Klee</b>	Jonathan Stainsby
<b>Aird &amp; Berlis</b>	Timothy M. Lowman
<b>Bennett Jones</b>	Martin Kratz
<b>Cassels Brock &amp; Blackwell</b>	Shane Hardy
<b>Deeth Williams Wall</b>	Gervas Wall
<b>McMillan</b>	Keith Bird
<b>Sim &amp; McBurney</b>	Kenneth D. McKay
<b>RECOMMENDED</b>	
<b>Dentons</b>	Robert D. McDonald Q.C.
<b>Fasken Martineau</b>	Jean-Philippe Mikus
<b>McCarthy Tétrault</b>	Charles S. Morgan
<b>Moffat &amp; Co Macera &amp; Jarzyna</b>	John S. Macera
<b>Torys</b>	Andrew M. Shaughnessy, Andrew Bernstein



## IT & OUTSOURCING

### Canada Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie</b>	Christopher Aide
<b>Blake Cassels &amp; Graydon</b>	Sunny Handa, Christine Ing
<b>McCarthy Tétrault</b>	Charles S. Morgan
<b>EXCELLENT</b>	
<b>Borden Ladner Gervais</b>	Mark J. Fecenko
<b>Fasken Martineau</b>	John Beardwood
<b>Osler Hoskin &amp; Harcourt</b>	Michael Fekete, Wendy Gross
<b>HIGHLY RECOMMENDED</b>	
<b>Bennett Jones</b>	Duncan Card, Martin Kratz
<b>Deeth Williams Wall</b>	Michael Erdle
<b>Dentons</b>	Michael Beairsto
<b>McMillan</b>	Elisa Henry, Bruce McMillan
<b>Norton Rose Fulbright</b>	Robert Percival
<b>Smart &amp; Biggar/Fetherstonhaugh</b>	Sanjay Goorachurn, Matthew Zischka, Theodore Sum
<b>RECOMMENDED</b>	
<b>Stikeman Elliott</b>	Wesley R. Ng
<b>Torys</b>	Adam Armstrong



**CHILE**

## GENERAL IP LITIGATION

### Chile Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Carey	Francisco Carey, Guillermo Carey
Sargent & Krahn	Juan Pablo Egaña, Alfredo Montaner
<b>EXCELLENT</b>	
Albagli Zaliasnik	Ariela Agosin, Gabriel Zaliasnik, Eugenio Gormaz
Alessandri	Rodrigo Velasco, Loreto Bresky
Claro & Cia	Felipe Claro
Silva & Cia	Andrés Grunewaldt
<b>HIGHLY RECOMMENDED</b>	
Covarrubias & Cia	Arturo Covarrubias
Dellafiori Abogados	Enrique Dellafiori, Mauro Dellafiori
Johansson & Langlois	Christopher Doxrud, Max Montero
Porzio Rios García	Hernan Rios, Cristobal Porzio, Marcelo Correa
Villaseca Abogados	Felipe Pavez S.
<b>RECOMMENDED</b>	
Beuchat- Barros & Pfenniger	Andrés Melossi
Clarke Modet & C°	Carolina del Rio
CMS Carey & Allende	Matias Somarriva
De la Barra, Ernst & Siebel	Helena Siebel
Garay IP	Jorge Garay
García Magliona	Nicolás Yuraszeck
Guerrero Olivos	Diego Morandé
Larrain & Asociados	Pablo Ruiz Tagle
Mackenna, Irarrázaval, Cuchacovich & Paz	Rodrigo Marre
Marinovic & Cia	Antonio Marinovic
Puga IP	Juan Enrique Puga
Shen Contreras Reyes (SCR Abogados)	Juan Francisco Reyes

CHILE



## PATENT PROSECUTION

### Chile Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>Carey</b>	Francisco Carey
<b>Sargent &amp; Krahn</b>	Juan Pablo Egaña
<b>2</b>	
<b>Johansson &amp; Langlois</b>	Felipe Langlois
<b>Villaseca Abogados</b>	Eduardo Molina V.
<b>EXCELLENT</b>	
<b>Alessandri</b>	Rodrigo Velasco, Francesca Rodriguez
<b>Clarke Modet &amp; co</b>	Carolina del Rio
<b>Covarrubias &amp; Cia</b>	Arturo Covarrubias
<b>Porzio Rios García</b>	Marino Porzio
<b>Silva &amp; Cia</b>	Francisco Silva, Rodrigo León
<b>HIGHLY RECOMMENDED</b>	
<b>Albagli Zaliasnik</b>	Eugenio Gormáz
<b>Beuchat, Barros &amp; Pfnigler</b>	Andrés Melossi, Santiago Ortúzar
<b>Claro &amp; Cia</b>	Felipe Claro
<b>Garay IP</b>	Jorge Garay
<b>Llovet IP</b>	Raul Llovet
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Valentina Venturelli
<b>Cooper &amp; Cia</b>	Rodrigo Cooper
<b>De la Barra, Ernst &amp; Siebel</b>	Patricio de la Barra
<b>Dellafiori Abogados</b>	Enrique Dellafiori, Mauro Dellafiori
<b>García Magliona</b>	Nicolás Yuraszeck
<b>Larrain &amp; Asociados</b>	Pablo Ruiz Tagle
<b>Puga IP</b>	Juan Enrique Puga
<b>Puga Ortiz</b>	Cristian Mir Balmaceda
<b>Shen Contreras Reyes (SCR Abogados)</b>	Juan Francisco Reyes

### COVARRUBIAS & CÍA: EXTENSIVE EXPERIENCE IN PATENT AND COPYRIGHT ISSUES



Arturo Covarrubias

Leader: Arturo Covarrubias  
Established: 2010

**Track record:** The firm's main focus is IP filing advisory, prosecution and enforcement of patents, trademarks, internet domain names and copyright. The firm provides services in the area of invention patents, utility models and industrial design to national and international companies, including Shiseido, Novartis, Kia Motors and Samsung.

**Team & differentiation:** The team has 13 professionals including lawyers, biologists, chemists, engineers, designers and paralegals with deep knowledge of foreign and domestic IP, copyright, technologies, privacy and media regulations. Founding partner Arturo Covarrubias is experienced in patents, industrial property litigation and copyright issues.



## TRADEMARK PROSECUTION

### Chile Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Carey	Francisco Carey
Sargent & Krahn	Alfredo Montaner
Silva & Cia	Juan Pablo Silva, Francisco Silva, Ricardo Montero
<b>EXCELLENT</b>	
Albagli Zaliasnik	Eugenio Gormaz
Alessandri	Loreto Bresky
Claro & Cia	Felipe Claro
Johansson & Langlois	Christopher Doxrud
Porzio Rios García	Cristobal Porzio
Villaseca Abogados	Max Villaseca, Bernardo Serrano S.
<b>HIGHLY RECOMMENDED</b>	
Beuchat, Barros & Pfenniger	Andrés Melossi
Covarrubias & Cia	Arturo Covarrubias
Larrain & Asociados	Pablo Ruiz Tagle
Puga IP	Juan Enrique Puga
Puga Ortiz	Cristian Mir Balmaceda
<b>RECOMMENDED</b>	
Baker McKenzie	Valentina Venturelli
Barrios Muñoz Jeanneret y Cia	Noëlle Jeanneret, Carmen Paz
Cooper & Cia	Rodrigo Cooper
Clarke Modet & Co	Carolina del Rio
Dellafiori Abogados	Enrique Dellafiori
Shen Contreras Reyes (SCR Abogados)	Juan Francisco Reyes
<b>STRONG EXPERTISE</b>	
CMS Carey & Allende	Matias Somarriva
De la Barra, Ernst & Siebel	Christian Ernst S.
Garay IP	Jorge Garay
García Magliona	Nicolás Yuraszeck
Guerrero Olivos	Marcos Morales
Mackenna, Irarrázaval, Cuchacovich & Paz	Rodrigo Marré
Marinovic	Antonio Marinovic
Paiva & Cia	Gabriela Paiva
Pereira Covarrubias Montes	Rafael Covarrubias

## PLANT BREEDER'S RIGHTS

### Chile Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 Sargent & Krahn	Juan Pablo Egaña
2 Villaseca Abogados	Max Villaseca
<b>EXCELLENT</b>	
Diaz Wiechers	Juan Alberto Diaz
Paiva & Cia	Gabriela Paiva
Shen Contreras Reyes (SCR Abogados)	Juan Francisco Reyes
<b>HIGHLY RECOMMENDED</b>	
Alessandri	Rodrigo Alessandri, Francesca Rodriguez
Araya & Cía	Matías Araya
Beuchat- Barros & Pfenniger	Andrés Melossi
Cooper & Cia	Rodrigo Cooper
Johansson & Langlois	Felipe Langlois, Flavio Belair
Larrain & Asociados	Pablo Ruiz-Tagle
Moretic Contreras & Cía Abogados	Alvaro Contreras, Jorge Echevarría

CHILE



## TECHNOLOGY & DIGITAL SERVICES

### Chile Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>EXCELLENT</b>	
Alessandri	Rodrigo Velasco Alessandri
Carey	Guillermo Carey, Paulina Silva
Sargent & Krahn	Rodrigo Lavados
<b>HIGHLY RECOMMENDED</b>	
García Magliona	Claudio Magliona M., Nicolás Yuraszeck
Gutierrez & Arrieta	Raúl Arrieta Cortés
Jijena & Cia	Renato Jijena Leiva
Silva & Cia	Rodrigo León
Valencia & Reusser Abogados	Carlos Reusser Monsálvez
<b>RECOMMENDED</b>	
Alster Legal	Andrés Jara
Albagli Zaliasnik	Ariela Agosin, Oscar Molina
Barros Errazuriz	José Ignacio Ovalle
Bofill Mir & Alvarez Jana Abogados	Guillermo de la Jarra
Bordoli Doren	Carla Bordoli
Claro & Cia	Felipe Claro
Estudio Juridico Otero	Macarena Lopez
Palma & Palma Abogados	Pablo Palma Calderón
Pereira Covarrubias Montes	Rafael Covarrubias
Porzio Rios García	Marcelo Correa, Cristobal Porzio
Quiroz Abogados	Hernán Quiroz Valenzuela
Villaseca Abogados	Max F. Villaseca M.

## ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

### Chile Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 Marinovic y Cia	Antonio Marinovic
2 CMS Carey & Allende	Matias Somarriva
<b>EXCELLENT</b>	
Albagli Zaliasnik	Oscar Molina, Gabriel Zaliasnik
Alessandri	Rodrigo Velasco
Carey	Francisco Carey
<b>HIGHLY RECOMMENDED</b>	
Beuchat, Barros & Pfenniger	Andrés Melossi
Garay IP	Jorge Garay
Johansson & Langlois	Max Montero
Mackenna, Irarrázaval, Cuchacovich & Paz	Rodrigo Marre
Puga Ortiz	Cristian Mir Balmaceda
Silva & Cia	Andrés Grunewaldt

### MARINOVIC Y CIA ABOGADOS: EXPERTS IN ENFORCEMENT & ANTI-PIRACY ACTIONS



Antonio Marinovic

Leaders: Antonio Marinovic  
and Luis Olmedo  
Established: 1987

**Track record:** The team has represented leading worldwide companies in different industries such as footwear and clothing e.g. Puma, Nike, Adidas and Converse. They've also acted for members of the film industry in the protection of their associated merchandising as they did for Disney, Warner, DC Comics and Marvel. Other names in the clients list includes Epson, Canon, Kyocera and Mattel Inc.

**Team & differentiation:** Intellectual property is the firm's core practice, specifically trademarks and copyrights. Its expertise includes the implementation of anti-piracy campaigns in the most diverse industries. With more than 30 years of experience, founder Antonio Marinovic assisted the National Congress with the modification of copyright and trademark laws.





# COLOMBIA



## TRADEMARK PROSECUTION

### Colombia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Brigard &amp; Castro</b>	Juan Pablo Cadena, Martin Torres Cardozo
<b>Cavelier Abogados</b>	Luz Clemencia de Paéz
<b>Gomez-Pinzón</b>	Mauricio Jaramillo
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Juan Pablo Concha Delgado
<b>Dentons Cardenas &amp; Cardenas</b>	Luz Helena Adarve, Juanita Acosta
<b>Lloreda Camacho &amp; Co</b>	Alicia Lloreda Ricaurte, Tatiana Carrillo
<b>OiarteMoure</b>	Juan Moure
<b>HIGHLY RECOMMENDED</b>	
<b>Castellanos &amp; Co</b>	Ximena Castellanos, Margarita Castellanos
<b>Clarke Modet &amp; Co</b>	Alejandra Salazar
<b>Philippi Prietocarrizosa Ferrero DU &amp; Uría</b>	Mauricio Patiño
<b>Posse Herrera Ruiz</b>	Helena Camargo
<b>Triana Uribe &amp; Michelsen</b>	Laura Michelsen, Juan Carlos Uribe
<b>Vera Abogados</b>	Jorge Vera
<b>Wolf Mendez Abogados Asociados</b>	Mónica Wolf, José María Méndez B
<b>RECOMMENDED</b>	
<b>Barrios Montenegro Abogados</b>	Myriam Montenegro
<b>Castillo Grau Abogados</b>	Felipe Castillo
<b>Cuesta &amp; Asociados</b>	Juan Carlos Cuesta
<b>Holland &amp; Knight</b>	Daniilo Romero Raad
<b>Humberto Rubio &amp; Cia</b>	Humberto Rubio, Felipe Rubio
<b>Márquez Barrera Castañeda &amp; Ramírez</b>	Natalia Barrera Silva
<b>MDE Intelectual Property</b>	Patricia Delgado del Sordo, Clemencia Delgado Villegas
<b>Pinzón Pinzón &amp; Asociados</b>	Mauricio Pinzón Pinzón
<b>Pons IP</b>	Claudia Caro
<b>Raisbeck &amp; Castro</b>	Ian Raisbeck



## PATENT PROSECUTION

### Colombia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Cavelier Abogados</b>	Andrés Rincón
<b>Clarke Modet &amp; Co</b>	Alejandra Salazar
<b>OlarteMoure</b>	Carlos Olarte
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Juan Pablo Concha Delgado
<b>Brigard &amp; Castro</b>	Juan Pablo Cadena
<b>Gomez-Pinzón</b>	Mauricio Jaramillo
<b>Lloreda Camacho &amp; Co</b>	Alicia Lloreda, Ana María Castro Wey
<b>Posse Herrera Ruiz</b>	Helena Camargo, Monica Bonnet*
<b>HIGHLY RECOMMENDED</b>	
<b>Dentons Cardenas &amp; Cardenas</b>	Luz Helena Adarve, Juanita Acosta
<b>Pinzón Pinzón &amp; Asociados</b>	Mauricio Pinzón Pinzón
<b>Triana Uribe &amp; Michelsen</b>	Laura Michelsen, Juan Carlos Uribe
<b>Wolf Mendez Abogados Asociados</b>	Mónica Wolf, José María Méndez B
<b>RECOMMENDED</b>	
<b>Barrios Montenegro Abogados</b>	Myriam Montenegro
<b>Castellanos &amp; Co</b>	Margarita Castellanos
<b>Cuesta &amp; Asociados</b>	Juan Carlos Cuesta
<b>Humberto Rubio &amp; Cia</b>	Humberto Rubio, Felipe Rubio
<b>MDE Intelectual Property</b>	Patricia Delgado del Sordo, Clemencia Delgado Villegas
<b>Vera Abogados</b>	Jorge Vera

\*Associate

### OLARTEMOURE: PROVIDING THE COMPLETE PORTFOLIO OF IP SERVICES



Carlos Olarte

Leader: Carlos Olarte  
Established: 2003

**Track record:** The firm handles a wide range of patent mandates, prosecution and litigation matters as well as licensing and anti-piracy issues. OlarteMoure successfully represented Microsoft in an anti-piracy campaign. Their client list includes Grupo Nutresa, Merck, Boehringer Ingelheim, Pfizer, Novartis and AGP.

**Team & differentiation:** The team has two partners and 24 qualified lawyers. Head of department Carlos Olarte has over 20 years' experience. His practice focuses on patent prosecution, litigation, including strategic planning for the protection and value assessment of new technologies, as well as plant variety protection. Juan Moure has a reputation for his knowledge of IP matters.



## IP LITIGATION

### Colombia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Juan Pablo Concha Delgado
<b>Brigard &amp; Castro</b>	Juan Pablo Cadena, Martin Torres Cardozo
<b>Cavelier Abogados</b>	Luz Clemencia de Paéz, Andrés Rincón
<b>OlarteMoure</b>	Carlos Olarte, Juan Moure
<b>HIGHLY RECOMMENDED</b>	
<b>Dentons Cardenas &amp; Cardenas</b>	Luz Helena Adarve, Juanita Acosta
<b>Gomez-Pinzón</b>	Mauricio Jaramillo
<b>Lloreda Camacho &amp; Co</b>	Alicia Lloreda
<b>Philippi Prietocarrizosa Ferrero DU &amp; Uría</b>	Mauricio Patiño
<b>Posse Herrera Ruiz</b>	Helena Camargo, Monica Bonnet*
<b>Triana Uribe &amp; Michelsen</b>	Laura Michelsen, Juan Carlos Uribe
<b>RECOMMENDED</b>	
<b>Barrios Montenegro Abogados</b>	Myriam Montenegro
<b>Castellanos &amp; Co</b>	Margarita Castellanos, Ximena Castellanos
<b>Clarke Modet &amp; Co</b>	Alejandra Salazar
<b>Pinzón Pinzón &amp; Asociados</b>	Mauricio Pinzón Pinzón
<b>Vera Abogados</b>	Jorge Vera
<b>Wolf Mendez Abogados Asociados</b>	Mónica Wolf, José María Méndez B

\*Associate

### GOMEZ-PINZÓN: RESPECTED REPUTATION IN A WIDE VARIETY OF IP MATTERS



Mauricio Jaramillo

Leader: Mauricio Jaramillo  
Established: 1992

**Track record:** Gomez-Pinzón has a vast portfolio of clients including Grupo Argos, Grupo Aval and Bancolombia. The firm is very strong dealing with intellectual property and competition issues, sanitary registration and patent engineers. It also has a litigation department specializing in proceedings involving infringement of intellectual property rights.

**Team & differentiation:** The IP area has one partner and 15 other qualified lawyers that handle a wide variety of IP matters, patent and trademark filings and anti-counterfeiting cases. Head of department Mauricio Jaramillo focuses on advising companies in the administration of worldwide IP portfolios and the negotiation of licensing and franchising agreements etc.



## ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Colombia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Juan Pablo Concha
<b>Wolf Mendez Abogados Asociados</b>	Mónica Wolf, José María Méndez B
<b>HIGHLY RECOMMENDED</b>	
<b>A to Z Legal Consulting</b>	Andrés Zapata
<b>Barrios Montenegro Abogados</b>	Myriam Montenegro
<b>Brigard &amp; Castro</b>	Juan Pablo Cadena
<b>Cavelier</b>	Eduardo Varela
<b>Dentons Cardenas &amp; Cardenas</b>	Luz Helena Adarve
<b>Estrategia Jurídica</b>	Claudette Vernot
<b>Muñoz Abogados</b>	Diego Muñoz
<b>OlarteMoure</b>	Juan Moure
<b>Gomez-Pinzón</b>	Mauricio Jaramillo

## DATA PROTECTION & PRIVACY

Colombia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Carolina Pardo Cuellar
<b>Bermudez Durana Asociados</b>	José Alejandro Bermudez
<b>Data &amp; Tic</b>	Rafael Gamboa Bernate
<b>Dentons, Cardenas y Cardenas</b>	Juanita Acosta, Luz Helena Adarve
<b>Lorenzo Villegas Consultores</b>	Lorenzo Villegas Carrasquilla
<b>RECOMMENDED</b>	
<b>Garrigues Colombia</b>	Jose Miguel de la Calle
<b>Gomez-Pinzón</b>	July Galindo Quintero*
<b>Marquez Barrera Castañeda &amp; Ramirez</b>	Natalia Barrera
<b>Vanegas Morales</b>	Stella Vanegas
<b>STRONG EXPERTISE</b>	
<b>Alzate &amp; Asociados Asesores Jurídicos</b>	Juan Pablo Alzate Ospina
<b>Peña Macero</b>	Daniel Peña, Diego Arévalo

\*Associate



# ECUADOR



## IP LITIGATION

### Ecuador Best Law Firm

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>EXCELLENT</b>	
<b>Bustamante &amp; Bustamante</b>	José Rafael Bustamante, Roque Bernardo Bustamante, Carmen Robayo
<b>CorralRosales</b>	Francisco Gallegos, Maria Cecilia Romoleroux
<b>Fabara &amp; Compañía</b>	Maria Rosa Fabara, Pablo Fabara
<b>Falconi Puig Abogados</b>	Carlos Alberto Arroyo, Sasha Mandakovic
<b>Meythaler &amp; Zambrano</b>	José Meythaler, Margarita Zambrano
<b>PBP - Pérez Bustamante &amp; Ponce</b>	Francisco Pérez-Gangotena
<b>HIGHLY RECOMMENDED</b>	
<b>Bermeo &amp; Bermeo</b>	Pablo Bermeo Rosales, Rodrigo Bermeo Rosales
<b>Julio C Guerrero B</b>	Edmundo Aguirre Guerrero, Johana Aguirre Guerrero
<b>Paz Horowitz</b>	Bruce Horowitz, Byron Robayo
<b>Quevedo &amp; Ponce</b>	Alejandro Ponce Martinez
<b>Romero Corral</b>	Margarita Romero, Alfredo Corral
<b>Solines &amp; Asociados</b>	Juan Carlos Solines, Pablo Solines
<b>RECOMMENDED</b>	
<b>Arocemena Burbano &amp; Asociados</b>	Flavio Arosemena Burbano
<b>Ferrere</b>	Pedro Cordoba
<b>Legacy Soluciones Legales</b>	Juan Pablo Serrano
<b>Lexvalor Abogados</b>	Hernán Ponce
<b>Tobar ZVS Spingarn</b>	Bernardo Tobar

#### FABARA & COMPAÑÍA: HIGHLY REGARDED IP PRACTICE



María Rosa Fabara

Leader: María Rosa Fabara  
Established: 2003

**Track record:** Fabara has a very strong IP practice and is one of the major full-service law firms in Ecuador. The firm covers matters related to portfolio management, competition, patent infringement, trademark prosecution, IP litigation and plant variety protection. They represented Abbott Laboratories in a patent issue and Indualca in an unfair competition case.

**Team & differentiation:** The IP team is made up of one partner and four other lawyers. Founding partner María Rosa Fabara leads the most significant IP cases for the firm and has a very strong reputation in Ecuador and elsewhere. The team regularly advises on software licenses and medical patents for clients in the telecom, retail and pharmaceutical industries.



## TRADEMARK PROSECUTION

### Ecuador Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Bustamante &amp; Bustamante</b>	José Rafael Bustamante, Carmen Robayo
<b>CorralRosales</b>	Maria Cecilia Romoleroux, Francisco Gallegos
<b>Falconi Puig Abogados</b>	Sasha Mandakovic
<b>EXCELLENT</b>	
<b>Bermeo &amp; Bermeo</b>	Rodrigo Bermeo Andrade
<b>Fabara &amp; Compañía</b>	Maria Rosa Fabara, Mónica Jarrin
<b>Julio C Guerrero B</b>	Edmundo Aguirre Guerrero
<b>PBP - Pérez Bustamante &amp; Ponce</b>	Francisco Pérez-Gangotena
<b>Quevedo &amp; Ponce</b>	Alejandro Ponce Martinez
<b>HIGHLY RECOMMENDED</b>	
<b>Meythaler &amp; Zambrano</b>	Margarita Zambrano
<b>Paz Horowitz</b>	Bruce Horowitz, Byron Robayo
<b>Romero Corral</b>	Margarita Romero
<b>Tobar ZVS Spingarn</b>	Alfonso Rivera
<b>RECOMMENDED</b>	
<b>Ferrere</b>	Pedro Cordoba
<b>Lexim Abogados</b>	Maria de los Angeles Lombeyda
<b>Lexvalor Abogados</b>	Hernán Ponce
<b>Solines &amp; Asociados</b>	Juan Carlos Solines, Pablo Solines

## PLANT BREEDER'S RIGHTS

### Ecuador Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Fabara &amp; Compañía</b>	Maria Rosa Fabara
<b>Tobar ZVS Spingarn</b>	Alvaro Sevilla, Alfonso Rivera
<b>HIGHLY RECOMMENDED</b>	
<b>CorralRosales</b>	Francisco Gallegos, Maria Cecilia Romoleroux
<b>Falconi Puig Abogados</b>	Carlos Alberto Arroyo del Rio
<b>Neidl &amp; Asociados</b>	Andrew Neidl
<b>PBP - Pérez Bustamante &amp; Ponce</b>	Francisco Pérez-Gangotena





## TMT

### Ecuador Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Barzallo &amp; Barzallo</b>	Jose Luis Barzallo
<b>Solines &amp; Asociados</b>	Juan Carlos Solines, Pablo Solines
<b>EXCELLENT</b>	
<b>Bustamante &amp; Bustamante</b>	Carmen Robayo
<b>Falconi Puig Abogados</b>	Carlos Alberto Arroyo
<b>Paz Horowitz</b>	Byron Robayo
<b>Tobar ZVS Spingarn</b>	Alvaro Sevilla
<b>HIGHLY RECOMMENDED</b>	
<b>Bermeo &amp; Bermeo</b>	Rodrigo Bermeo Andrade
<b>CorralRosales</b>	Xavier Rosales
<b>Fabara &amp; Compañía</b>	Maria Rosa Fabara, Andrés Becdach
<b>Legaltech Asesores &amp; Consultores</b>	Janette Colamarco
<b>PBP - Pérez Bustamante &amp; Ponce</b>	Francisco Pérez

#### BARZALLO & BARZALLO: EXPERTS IN TELECOMMUNICATIONS & IT



José Luis Barzallo

Leader: José Luis Barzallo  
Established: 1995

**Track record:** The firm is a pioneer in advisory services relating to information technology law. They led preparation for the Ecuadorian Electronic Commerce Law coordinating the project in the ational Congress. Also they advise important technology corporations and technology business matters for their clients. Outside Ecuador, the firm collaborates with American and European law firms.

**Team & differentiation:** The team has strong expertise in the information technology field, dealing with international and national information, telecommunications, competition, litigation, e-commerce and consumers. The IT team is composed of three partners and five lawyers. Partner José Luis Barzallo is recognized by peers for his expertise in technology and telecommunication matters.



**MEXICO**



## PATENT PROSECUTION

### Mexico Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Olivares</b>	Sergio Olivares
<b>Uthhoff, Gómez Vega &amp; Uthhoff</b>	Javier Uthhoff Orive
<b>EXCELLENT</b>	
<b>1 Basham Ringe y Correa</b>	José Hinojosa
<b>Becerril, Coca &amp; Becerril</b>	Héctor Chagoya
<b>Clarke Modet &amp; Co</b>	Angelica Pardavell
<b>2</b>	
<b>Dumont Bergman Bider</b>	Armando Pinto, Laura Collada
<b>Herrero &amp; Asociados</b>	Eric Alávez
<b>Panamericana De Patentes y Marcas</b>	Andrés Esteva
<b>HIGHLY RECOMMENDED</b>	
<b>Arochi &amp; Lindner</b>	Jorge Mier y Concha
<b>AVA</b>	Tomás Arankowsky
<b>Breakthrough</b>	Israel Jiménez
<b>Bufete Soni</b>	Mariano Soni
<b>Calderon &amp; De la Sierra</b>	César Ramos
<b>COREip</b>	Jorge Gómez
<b>Gonzalez Rossi Abogados</b>	Alejandro Gonzalez Rossi
<b>Goodrich Riquelme y Asociados</b>	Enrique Díaz, Juan Suárez
<b>Méndez + Cortés</b>	Jose Juan Méndez, Emmanuel Cortés
<b>RECOMMENDED</b>	
<b>Alegria Martinez &amp; Fernandez Wong</b>	Abraham Alegria, Sergio Gutierrez
<b>Axkati Legal</b>	Martin M. Pereyra
<b>Baker McKenzie</b>	Sergio Legorreta
<b>Beltran Fortuni</b>	Rafael Beltran Rivera
<b>Mcoy Abogados</b>	Alejandro Cárdenas
<b>Noriega + Escobedo Abogados</b>	Alfredo Rangel
<b>Ortiz Monasterio Marcas y Patentes</b>	Fernanda Ortíz Monasterio
<b>Santamarina + Steta</b>	José Pablo Pérez Zea



## TRADEMARK PROSECUTION

### Mexico Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Basham Ringe y Correa</b>	Eduardo Kleinberg
<b>Olivares</b>	Sergio Olivares, Antonio Belaunzaran, Alonso Camargo
<b>Uthhoff, Gómez Vega &amp; Uthhoff</b>	Eryck Castillo Orive, Consuelo Gonzalez Rodríguez
<b>EXCELLENT</b>	
<b>Arochi &amp; Lindner</b>	Maria Teresa Eljure
<b>Calderón &amp; De la Sierra</b>	Carlos Salazar, Mariel Vélez
<b>Dumont Bergman Bider</b>	Laura Collada
<b>Goodrich Riquelme y Asociados</b>	Enrique Díaz
<b>HIGHLY RECOMMENDED</b>	
<b>Axkati Legal</b>	Luis Alcaraz, Eduardo Toledo
<b>Becerril - Coca &amp; Becerril</b>	Juan Carlos Amaro
<b>Bufete Soni</b>	Mariano Soni
<b>González Rossi Abogados</b>	Alejandro Gonzalez
<b>Hogan Lovells</b>	Bernardo Herrerias
<b>Ortiz Monasterio Marcas y Patentes</b>	Fernanda Ortíz Monasterio
<b>Panamericana De Patentes y Marcas</b>	Miguel Esteva
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Sergio Legorreta
<b>Clarke Modet &amp; Co</b>	Jesús Sepúlveda
<b>COREip</b>	Nelia Amero, Carla Sánchez
<b>Isla Del Campo</b>	Gloria Isla
<b>Mcoy Abogados</b>	Alejandro Cárdenas, Eduardo Miravete
<b>Mansur, Birman, Guakil y, Wolff</b>	Eduardo Birman
<b>Méndez + Cortés</b>	Jose Juan Méndez
<b>Müggenburg Gorches y Peñalosa</b>	Jean Yves Peñalosa
<b>Noriega y Escobedo Abogados</b>	Alfredo Rangel
<b>STRONG EXPERTISE</b>	
<b>Breakthrough</b>	Alma Álvarez, Sarita Mosqueda
<b>Camelo Perez Ariza</b>	Pablo Carrillo Riva, Eduardo Ostos
<b>C&amp;L Attorneys</b>	Ana Castañeda
<b>Easymark</b>	Oly Ayala
<b>En sus marcas</b>	Carla Gavaldon
<b>García Barragán Abogados</b>	Adriana López Gonzalez
<b>Gonzalez Calvillo</b>	Pablo Hooper
<b>Iberbrand</b>	Gilberto Martínez, Ana L. Vargas
<b>Legarreta y Asociados</b>	Luis Legarreta
<b>Lex Informatica Abogados</b>	Cynthia Solis
<b>Malpica Iturbe Buj &amp; Paredes</b>	Álvaro Huerta Gonzalez
<b>R10S Abogados</b>	Agustin Rios Aguilar
<b>Suarez Venturo</b>	Sebastian Suarez Venturo
<b>TMI Abogados</b>	Kiyoshi Tsuru



## IP LITIGATION

### Mexico Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Arochi &amp; Lindner</b>	Heidi Lindner, Roberto Arochi
<b>Basham Ringe y Correa</b>	Martin Michaus, Adolfo Athié
<b>Olivares</b>	Daniel Sánchez, Alejandro Luna
<b>Uhthoff, Gómez Vega &amp; Uhthoff</b>	Saul Santoyo Orozco, Xavier Hadad
<b>EXCELLENT</b>	
<b>Becerril - Coca &amp; Becerril</b>	Juan Carlos Amaro
<b>Calderón &amp; De la Sierra</b>	Carlos Pérez de la Sierra, Alberto Huerta Bleck
<b>Hogan Lovells</b>	Bernardo Herrerias
<b>Méndez + Cortés</b>	José Juan Méndez, Emmanuel Cortés
<b>Panamericana De Patentes y Marcas</b>	Miguel Esteva
<b>HIGHLY RECOMMENDED</b>	
<b>AVA</b>	Tomas Arankowsky, Elias Ríos
<b>Baker McKenzie</b>	Sergio Legorreta, Fernando Robles
<b>Bufete Soni</b>	Mariano Soni, Miguel Ortiz
<b>Coreip</b>	Jorge Gómez
<b>Dumont Bergman Bider</b>	Laura Collada
<b>Müggenburg Gorches y Peñalosa</b>	Esteban Gorches
<b>Goodrich Riquelme y Asociados</b>	Enrique Diaz, Guillermo Sosa
<b>SOLCARGO</b>	Guillermo Solorzano
<b>TMI Abogados</b>	Kiyoshi Tsuru
<b>RECOMMENDED</b>	
<b>Axkati Legal</b>	Manuel Augusto Pérez, Eduardo Toledo
<b>Iberbrand</b>	Ana L. Vargas
<b>Malpica Iturbe Buj &amp; Paredes</b>	Alvaro Huerta Gonzalez, Rodrigo Buj
<b>Mansur, Birman, Guakil y, Wolff S. C.</b>	Eduardo Birman, Isaac Guakil
<b>Mcoy Abogados</b>	Alejandro Cárdenas
<b>Noriega y Escobedo Abogados</b>	Alfredo Rangel
<b>Von Wobeser y Sierra</b>	Rupert Hüttler
<b>STRONG EXPERTISE</b>	
<b>Alegria Martinez &amp; Fernandez Wong</b>	Abraham Alegria, Sergio Gutierrez
<b>Camelo Pérez Ariza</b>	Pablo Carrillo Riva, Eduardo Ostos
<b>Cuesta Campos</b>	Mauricio Chozas
<b>Cuesta Liaca Esquivel</b>	Gaston Esquivel
<b>Gonzalez Rossi Abogados</b>	Alejandro Gonzalez
<b>Ortiz Monasterio Marcas y Patentes</b>	Fernanda Ortiz Monasterio
<b>R10S Abogados</b>	Agustin Rios Aguilar
<b>Santamarina y Steta</b>	José Pablo Pérez Zea
<b>Specific IP</b>	Gilberto Sánchez



## TMT

## Mexico Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>BGBG</b>	Carlos Bello
2 <b>Acedo Santamarina</b>	Andrés Acedo
<b>EXCELLENT</b>	
<b>Hogan Lovells</b>	Federico Hernández
<b>Ríos Ferrer Guillén-Llarena Trevino y Rivera</b>	Ricardo Ríos Ferrer
<b>Ruiz Moreno y Asociados</b>	Ivan Ruiz Moreno
<b>Sesma Sesma &amp; McNeese</b>	Carlos M. Sesma
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Sergio Legorreta, Carlos Valencia-Barrera
<b>Deschamps y Asociados</b>	Jaime Deschamps González
<b>Holland &amp; Knight</b>	Luis Rubio Barnetche, Octavio Lecona Morales
<b>Lex Informatica Consultores</b>	Joel Gómez Treviño
<b>Lexel Abogados</b>	Genaro Fernández, Jesus Martínez
<b>Olivares</b>	Luis Schmidt
<b>Ramírez de Arellano y Abogados</b>	Rosa Ma. Ramírez de Arellano y Haro
<b>Robles Miaja Abogados</b>	Rafael Robles Miaja
<b>SOLCARGO</b>	Guillermo Solorzano
<b>Uhthoff, Gómez Vega &amp; Uhthoff</b>	Ignacio Dominguez
<b>RECOMMENDED</b>	
<b>Arochi &amp; Lindner</b>	Roberto Arochi
<b>Basham Ringe y Correa</b>	Daniel del Río, Juan José López de Silanes
<b>Bufete Quijano</b>	Rebeca Servin, Clara Luz Álvarez
<b>Calderón &amp; De la Sierra</b>	Luis Mario Lemus, Alberto Huerta Bleck
<b>DLA Piper Gallastegui y Lozano</b>	Eduardo Gallástegui Armella
<b>Malpica Iturbe Buj &amp; Paredes</b>	Rodrigo Buj
<b>MGO Legal &amp; Finance</b>	Jorge Moreno
<b>Nader Hayaux &amp; Goebel</b>	Julián Garza
<b>R10S</b>	Agustin Rios Aguilar
<b>Santamarina + Steta</b>	Jorge Leon-Orantes
<b>Soria Abogados</b>	Gerardo Soria

#### LEXEL ABOGADOS: ENTERTAINMENT, TMT AND IP AS ITS CORE BUSINESS



Genaro Fernández

Leaders: Genaro Fernández  
and Jesús Martínez  
Established: 2006

**Track record:** Lexel Abogados has an outstanding list of clients. Among them we find TV channels from various countries, television and cinema producers, and distributors of entertainment content. They also work for an international technology giant helping it with different issues concerning its Mexican interests. An important name in Mexican gastronomy circle trusts the firm to handle its interests.

**Team & differentiation:** This boutique law firm mainly focuses on entertainment, ICT, IP and data protection issues. Before joining in 2006, following his Boston University LLM, Genaro Fernández was legal counsel at Sky, Mexico City. Jesús Martínez (Northwestern University LLM) held the same position at Grupo Televisa. Both men have vast knowledge of TMT companies from the client perspective.



## DATA PROTECTION

### Mexico Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>BGBG</b>	Héctor Guzmán
<b>Davara Abogados</b>	Isabel Davara
<b>EXCELLENT</b>	
<b>1 Axkati Legal</b>	Rosa María Franco
<b>Basham Ringe y Correa</b>	Adolfo Athié, Teresa Espinosa*
<b>Bufete Soni</b>	Mauricio Hernández
<b>Lex Informatica Consultores</b>	Joel Gómez
<b>R10S</b>	Agustín Ríos Aguilar, Fatima Cambroneró
<b>2</b>	
<b>Laurant Abogados</b>	Cedric Laurant
<b>Lex Informática Abogados</b>	Alfredo Reyes, Cynthia Solis
<b>Olivares</b>	Abraham Diaz
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Sergio Legorreta, Carlos Vela Treviño*
<b>Bufete Quijano</b>	Carmen Quijano
<b>Calderón &amp; De la Sierra</b>	Luis Mario Lemus
<b>ProtDataMx</b>	Cristos Velasco
<b>Santamarina + Steta</b>	Rodrigo Orenday
<b>Uhthoff, Gómez Vega &amp; Uhthoff</b>	Ignacio Domínguez
<b>RECOMMENDED</b>	
<b>Data Protección</b>	Mario Gómez
<b>Lexel Abogados</b>	Genaro Fernández, Jesus Martínez
<b>Lopez Luna Abogados</b>	Paulo Lopez Luna
<b>Ortiz Monasterio Marcas Y Patentes</b>	Fernanda Ortiz Monasterio
<b>Sesma Sesma &amp; McNeese</b>	Carlos M. Sesma, Maria Rivero Del Paso
<b>TMI Abogados</b>	Kiyoshi Tsuru

\*Senior associate

#### LEX INFORMATICA CONSULTORES: EXPERTS IN DATA PROTECTION & TECH LAW



Joel Gómez Treviño

Leader: Joel Gómez Treviño  
Established: 2015

**Track record:** This boutique law firm provides services to important national and international companies from diverse sectors such as pharma, insurance, aviation, automotive, tourism, banking and finance, cybersecurity and IT. On its clients' list we find important companies such as NCR, Grupo Vidanta, VW, Aspel, Quálitas Compañía de Seguros, Odessa, IMCYC and Instituto Nacional de Medicina Genómica.

**Team & differentiation:** The firm specializes in IT & internet law, data protection and domain name recovery. It also provides IP and information security services. Founder Joel Gomez is very active as lecturer and provides tailor-made courses for clients. He has been appointed as chairman of the data protection and IT law committee of the National Association of Corporate Lawyers (ANADE).



Our analysis

**UHTHOFF, GOMEZ VEGA & UHTHOFF:  
TRADITION, MODERNITY AND EXCELLENCE DEVOTED TO IP & IT**



Javier Uthoff Orive

**Leaders:** Javier Uthoff Orive, Mario Ponce, Saul Santoyo, Consuelo Gonzales, Xavier Hadad, Eryck Castillo Orive, Eugenio Pérez, Marcela Bolland and Ignacio Domínguez-Torradó  
**Established:** 1905

**Track record:** Ever-present leader in patent filings and sought after for its expertise in the trademark field handling portfolios of the most notable international brands, Uthoff also helps important Mexican clients with their expansion abroad. The client-roster is impressive, with names such as BBVA (Spain), Nestlé, F. Hoffmann-La Roche, Grupo Televisa, Pepsico, Grupo Mexico Sab and Hermes International.

**Team & differentiation:** With more than one hundred years' experience handling IP issues for top clients, Uthoff is not only the oldest but probably the biggest IP firm in Mexico, with 11 partners and 41 associates. The vast array of IP services offered and the prominent level of sophistication of its professionals make Uthoff one of the best options for taking care of your intellectual property in Mexico and abroad.

**BASHAM:  
FULL-SERVICE LAW FIRM WITH SEVERAL NICHE SPECIALTIES**



Martin Michaus

**Leaders:** Martin Michaus, Eduardo Kleinberg, Adolfo Althié and José Hinojosa  
**Established:** 1912

**Track record:** The team advises several Fortune 500 companies and medium sized-companies from different industries on issues concerning industrial creations, industrial secrets, distinctive signs, copyright, domain names, licenses and litigation. On the filing side, the team has handled more than 1,400 patents and over 3,000 trademarks last year.

**Team & differentiation:** Basham has the largest IP team of any full-service law firm in Mexico. Seven partners and 18 associates staff the firm. Basham continues to improve and adapt new practices to satisfy client need. It has developed niche practices such as the data protection and privacy team, which has been very active managing the Mexican aspects of global projects related to data protection and privacy.

**AXKATI:  
YOUNG MEXICAN BOUTIQUE WITH EXPERIENCED LAWYERS**



Manuel A. Perez

**Leaders:** Manuel A. Pérez, Eduardo Toledo, Luis Alcaraz, Martín Pereyra and Rosa María Franco  
**Established:** 2016

**Track record:** Axkati partners have kept long-lasting relationships with clients from almost every industry such as telecoms, apparel, food, entertainment, education, aerospace and military, biotech and other technology fields. Its growing list includes prominent companies such as Telmex, W.L. Gore, Aéropostale, Puig, Instituto Tecnológico y de Estudios Superiores de Monterrey (TEC), Columbia Sportswear, Televisa, Microsoft and Distroller.

**Team & differentiation:** The firm was created by five partners with extensive experience (16+ years) in prestigious Mexican and international law firms, specializing in the full range of IP and data protection issues. They advise and represents in the acquisition, exploitation, protection and litigation of IP rights. The partners also focus on corporate law and regulatory compliance.

**BGBG:  
OUTSTANDING TMT AND DATA PRIVACY PRACTITIONERS**



Carlos Bello

**Leaders:** Carlos Bello and Héctor Guzmán  
**Established:** 2001

**Track record:** The TMT group has more than 50 active clients. The team advises Orange Business Service Hispasat, Lycamobil, EchoStar, Sony Pictures Entertainment and Microsoft, for example. On the data protection and privacy specific side, many local and international companies that want to comply with Mexico's data protection framework have looked to the team for assistance.

**Team & differentiation:** The TMT team, led by Carlos Bello and seconded by partner Rolando Guevara is very active and has been growing around six associated work there today. The data protection & privacy team, run by Hector Guzman, is also very dynamic - one senior counsel and one associate help Guzman with various issues such as data protection compliance projects.

**R10S ABOGADOS:  
INTEGRAL PROTECTION OF PHYSICAL AND DIGITAL ASSETS**



Agustin Rios

**Leader:** Agustin Rios  
**Established:** 1999

**Track record:** The firm works with clients from different industries such as entertainment, banking & finance, cybersecurity, tourism, digital marketing and e-commerce and construction. The team works with all sizes of companies including micro, medium and large corporations, entrepreneurs and large enterprises.

**Team & differentiation:** R10S has the capability to advise in corporate and litigation, but the core business is to provide integral protection for its clients' physical and digital assets. Highly regarded in technology law including e-commerce and data protection & privacy, founder Agustin Rios heads the practice alongside Fatima Cambroner. The firm also work in the media and telecoms spheres.

**LEX INFORMATICA ABOGADOS:  
EXPERTS IN IP, TMT AND PRIVACY**



Alfredo Reyes

**Leaders:** Alfredo Reyes and Cynthia Solís  
**Established:** 2011

**Track record:** Clients of the firm come from every industry in the country including retail, finance, bank, fintech, health, media and insurance. They advise big local and international companies but also startups and entrepreneurs. Among the list of clients, we find Advantage Security Systems, Profuturo, Henkel, IBM and Comercial Mexicana.

**Team & differentiation:** The boutique specializes in IP, IT and data privacy and has two partners, two counsel and eight associates. Partner Cynthia Solís handles trademark prosecution, media and fashion law but also works closely with Alfredo Reyes in data protection and privacy issues including electronic signature, e-business, certified digitalization, data privacy and cybersecurity.





# PERU



## PATENT PROSECUTION

### Peru Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Barreda Moller</b>	Alfredo Barreda, Fernando Barreda
<b>EXCELLENT</b>	
<b>Clarke Modet &amp; Co</b>	Ana Teresa Barreto
<b>Estudio Colmenares &amp; Asociados</b>	María del Carmen Arana
<b>Estudio Echeopar - Baker McKenzie</b>	Luis Alonso García Muñoz-Najar
<b>Fernandez - Davila &amp; Bueno</b>	Carlos Fernandez-Davila
<b>HIGHLY RECOMMENDED</b>	
<b>Allende &amp; Garcia Abogados</b>	Dafne Ramos
<b>Espinosa Bellido Abogados</b>	Francisco Espinosa Reboa
<b>Estudio Muñiz</b>	Bruno Merchor
<b>Kresalja IP</b>	Rosa Maria Kresalja, Marcela Robles
<b>Mertz Peru</b>	Claudia Fernandini, Stephany Soto
<b>Valencia Law Office</b>	Alfredo Valencia
<b>RECOMMENDED</b>	
<b>Barlaw - Barrera &amp; Asociados</b>	Adriana Barrera
<b>BRDA Abogados</b>	Jose Barreda, Gonzalo Barreda, Gisella Barreda
<b>Carolina Ore Gomez &amp; Asociados</b>	Alexander Trujillo
<b>Osterling Abogados</b>	Arturo Tello
<b>Thorne Echeandia &amp; Lema Abogados</b>	Alvaro Echeandía Bustamante
<b>STRONG EXPERTISE</b>	
<b>CMS Grau</b>	Maria Delia Oxley
<b>Durand Abogados</b>	Juan Carlos Durand Grahammer
<b>Pacon &amp; Schiantarelli</b>	Juan Pablo Schiantarelli
<b>Pierola &amp; Asociados</b>	Jose de Pierola
<b>Rodrigo Elías &amp; Medrano Abogados</b>	María del Carmen Alvarado, Hector Alvarez

## PATENT LITIGATION

### Peru Best Law Firm

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Estudio Muñiz</b>	Bruno Merchor
<b>EXCELLENT</b>	
<b>Barreda Moller</b>	Alfredo Barreda, Fernando Barreda
<b>Estudio Echeopar - Baker McKenzie</b>	Luis Alonso García Muñoz-Najar
<b>Fernandez-Davila &amp; Bueno</b>	Carlos Fernandez-Davila
<b>HIGHLY RECOMMENDED</b>	
<b>Estudio Colmenares &amp; Asociados</b>	María del Carmen Arana
<b>Allende &amp; Garcia</b>	Dafne Ramos
<b>Mertz Peru</b>	Claudia Fernandini, Stephany Soto
<b>Pacon &amp; Schiantarelli</b>	Juan Pablo Schiantarelli



## TRADEMARK PROSECUTION

Peru Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Barreda Moller</b>	Micaela Mujica, Alfredo Barreda
<b>EXCELLENT</b>	
<b>1 Estudio Colmenares &amp; Asociados</b>	María del Carmen Arana
<b>Estudio Echecopar - Baker McKenzie</b>	Luis Alonso García Muñoz-Nájar
<b>2 Allende &amp; Garcia Abogados</b>	Magali Garcia, Jorge Allende
<b>Clarke Modet &amp; Co</b>	Ana Teresa Barreto
<b>Espinosa Bellido Abogados</b>	Francisco Espinosa Reboa
<b>Estudio Muñiz</b>	Marta Fernandez P.
<b>Rodrigo Elías &amp; Medrano Abogados</b>	María del Carmen Alvarado, Hector Alvarez
<b>HIGHLY RECOMMENDED</b>	
<b>Barlaw - Barrera &amp; Asociados</b>	Adriana Barrera, María Inés Herrera
<b>BRDA Abogados</b>	José Barreda, Gonzalo Barreda
<b>Casahierro Abogados</b>	Javier Duany Garcia
<b>Durand Abogados</b>	Juan Carlos Durand Grahammer
<b>Kresalja IP</b>	Baldo Kresalja, Rosa Maria Kresalja, Marcela Robles
<b>OMC Abogados</b>	Oscar Mago
<b>Osterling Abogados</b>	Arturo Tello
<b>Pacon &amp; Schiantarelli</b>	Juan Pablo Schiantarelli
<b>Thorne Echeandía &amp; Lema Abogados</b>	Alvaro Echeandía Bustamante
<b>Valencia Law Office</b>	Alfredo Valencia
<b>RECOMMENDED</b>	
<b>Carolina Ore Gomez &amp; Asociados</b>	Alexander Trujillo
<b>CMS Grau</b>	Maria Delia Oxley
<b>Estudio Olaechea</b>	Monica Germany
<b>Fernandez-Davila &amp; Bueno</b>	Carlos Fernandez - Davila
<b>Hernandez &amp; Cia</b>	Enrique Cavero Safra
<b>León e Iparraguirre Abogados</b>	Jimena Carrera
<b>Mertz Peru</b>	Claudia Fernandini, Stephany Soto
<b>Perez-Albela &amp; Asociados</b>	Jorge Perez-Albela
<b>Pierola &amp; Asociados</b>	José de Pierola, Christel Canthal de Pierola
<b>Rodriguez Garcia</b>	Gustavo Rodriguez

## FASHION & DESIGN LAW

Peru Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>HIGHLY RECOMMENDED</b>	
<b>Estudio Muñiz</b>	Annalucia Fasson Llosa*
<b>Osterling Abogados</b>	Ximena Souza Ferreira
<b>Rodriguez Garcia</b>	Gustavo Rodriguez García
<b>Pacon &amp; Schiantarelli</b>	Juan Pablo Schiantarelli

\*Senior associate



## IP LITIGATION

### Peru Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>Rodrigo Elías &amp; Medrano Abogados</b>	Maria del Carmen Alvarado, Hector Alvarez
2 <b>Estudio Echecopar - Baker McKenzie</b>	Luis Alonso Garcia Muñoz-Najar
<b>EXCELLENT</b>	
<b>Barreda Moller</b>	Alfredo Barreda, Fernando Barreda
<b>Espinosa Bellido Abogados</b>	Francisco Espinosa Reboa
<b>Thorne Echeandia &amp; Lema Abogados</b>	Alvaro Echeandia Bustamente
<b>HIGHLY RECOMMENDED</b>	
<b>Allende &amp; Garcia Abogados</b>	Jorge Allende, Magali Garcia
<b>Barlaw - Barrera &amp; Asociados</b>	Adriana Barrera, Maria Ines Herrera
<b>BRDA Abogados</b>	José Barreda, Gonzalo Barreda
<b>Estudio Colmenares &amp; Asociados</b>	Maria del Carmen Arana
<b>Estudio Muñiz</b>	Marta Fernandez Pepper, Bruno Merchor
<b>Kresalja IP</b>	Baldo Kresalja, Rosa Maria Kresalja
<b>Osterling Abogados</b>	Arturo Tello
<b>Pacon &amp; Schiantarelli</b>	Juan Pablo Schiantarelli, Ana Maria Pacon
<b>Rodriguez Garcia</b>	Gustavo Rodriguez
<b>Valencia Law Office</b>	Juver Valencia
<b>RECOMMENDED</b>	
<b>Barrios &amp; Fuentes Abogados</b>	Enrique Berckholtz
<b>Clarke Modet &amp; co</b>	Ana Teresa Barreto*, Jimena Ugarte**
<b>CMS Grau</b>	Maria Delia Oxley
<b>Estudio Olaechea</b>	Monica Germany
<b>Fernandez, Heraud &amp; Sanchez</b>	Gustavo Heraud Perez
<b>Hernandez &amp; Cia</b>	Enrique Cavero Safra
<b>León e Iparraguirre Abogados</b>	Jimena Carrera
<b>Mertz Peru</b>	Claudia Fernandini
<b>Perez-Albela &amp; Asociados</b>	Jorge Pérez-Albela B.
<b>Pierola &amp; Asociados</b>	José de Piérola

\*General Manager \*\*Manager



## ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

Peru Best Law Firm

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Barlaw - Barrera &amp; Asociados</b>	Adriana Barrera
<b>EXCELLENT</b>	
<b>Barreda Moller</b>	Alfredo Barreda, Fernando Barreda
<b>Casahierro Abogados</b>	Javier Duany Garcia
<b>Estudio Muñiz</b>	Piero Calderon Oliva
<b>HIGHLY RECOMMENDED</b>	
<b>Osterling Abogados</b>	Ximena Souza Ferreira
<b>Ugarteche &amp; Di Censo</b>	Ruben Ugarteche, Maria Di Censo

### BARLAW BARRERA & ASOCIADOS: TALENTED IP TEAM WITH A STRONG ENFORCEMENT AREA



Adriana Barrera

Leaders: Adriana Barrera and Maria Inés Herrera  
Established: 2011

**Track record:** The firm is a leader in Peru when it comes to handling enforcement matters and has a strong trademark & copyright prosecution area. They handle IP litigation and matters related with retail, pharmaceutical, agrochemicals, automotive, banking, construction, media and entertainment law. Their client list includes Procter & Gamble, Honda, Chanel, Gucci, BBVA and Telefonica.

**Team & differentiation:** The team is composed of 12 lawyers and several other qualified professionals (engineers, translators and paralegals). Partners Adriana Barrera and Maria Inés Herrera have a strong reputation for handling complex enforcement and trademark prosecution cases and IP litigation. The team also advises companies on data privacy, life sciences and patent law matters.

### ESTUDIO MUÑIZ: A FULL-SERVICE IP TEAM IN A FULL-SERVICE FIRM



Marta Fernandez Pepper

Leaders: Marta Fernandez Pepper, Bruno Merchor, Piero Calderon and Maritza Reategui-Valdivieso

**Track record:** Microsoft Corporation and Compagnie Gervais Danone are among the department's clients. On the patent side, Bruno Merchor is advising Eli Lilly in a group of more than 15 infringement requests. He is also defending Bristol-Myers Squibb in the first Peruvian case of compulsory license. In April 2018, Piero Calderon handled a huge case relating to counterfeit Peru national soccer team jerseys.

**Team & differentiation:** Marta Fernandez Pepper, with more than 20 years of experience in the IP field, needs no introduction. She heads a department of five partners and eight other lawyers. Bruno Merchor, former head of the Peruvian Patent Office, handles patent issues with the help of in house engineers and chemists. Also covered are enforcement and anti-piracy (Piero Calderon) and life-sciences (Maritza Reategui-Valdivieso).

### BRDA: EXPERIENCED AND DYNAMIC TEAM



José Barreda

Leaders: José Barreda, Gonzalo Barreda and Gisella Barreda  
Established: 2012

**Track record:** Their client list contains AJE Group (multinational beverage company), Corporación Rey and Reprint. BRDA operates along the entire IP protection chain advising companies from different industries. Their principal areas of focus include patents, trademarks, copyright registration matters, unfair competition, data protection with a particular emphasis on IP litigation.

**Team & differentiation:** The firm is led by three partners who made the switch from one of the largest IP boutiques in Peru. José and Gonzalo are both lawyers with extensive experience in trademarks, copyright and litigation and Gisella who is an engineer leads the patent area. This combination of profiles has been helping the firm to acquire important new clients since its foundation.

PERU



Our analysis

**BARREDA MOLLER:  
MORE THAN 70 YEARS OF TRADITION AND IP EXPERIENCE**



Alfredo Barreda

Leaders : Alfredo Barreda and Fernando Barreda  
Established: 1940

**Track record:** Barreda Moller operates in all areas of the IP universe: trademarks, patents and copyright matters including oppositions and infringement cases. The firm advised Whatsapp Inc and Nike in oppositions against trademark applications to prevent a third party using a similar mark. Among their clients are Kimberly-Clark, Merck, McDonalds and Avon.

**Team & differentiation:** he team is composed of two partners and 18 qualified lawyers and two engineers. They actively participate in domestic and international IP law associations such as INTA, AIPPI and ECTA. Partners Alfredo and Fernando Barreda have considerable experience in a wide range of areas in the IP field. Rising star Micaela Mujica specializes in trademark matters.

**ESPINOSA BELLIDO ABOGADOS:  
TRUSTWORTHY IP EXPERTISE**



Francisco Espinosa Reboa

Leader: Francisco Espinosa Reboa  
Established: 1941

**Track record:** Espinosa Bellido Abogados has a list of very prestigious clients like Revlon, Sodimac, Grupo Bimbo, Grupo Elektra, Nautica Apparel, Bayer and is able to assist other important clients through the international law firms they partner with. They successfully represented local financial company MIBANCO in a complex trademark infringement and unfair competition action against a competitor.

**Team & differentiation:** The team provides integral IP counsel including prosecution, registration, litigation and enforcement of trademarks, patents and copyrights. Senior Partner Francisco Espinosa Reboa is very well known in the market for managing IP-related litigation, unfair competition, consumer law and advertising issues, with personal involvement or supervision in most matters.

**KRESALJA IP  
DEVOTED TO THE PROTECTION OF INTELLECTUAL PROPERTY**



Rosa Maria Kresalja

Leaders: Baldo Kresalja, Rosa Maria Kresalja, Marcela Robles  
Established: 1972

**Track record:** The team successfully represented a pharmaceutical company in a judicial case against INDECOPi for violations against the right of defense in a patent matter. National clients include Corporacion TDN SAC and Ferreycorp SAA, and international groups such as YPF, Bayer Group, Sally Beauty International INC, UBS Group, Quintiles IMS and Ferrero are also clients.

**Team & differentiation:** Founder Baldo Kresalja has over 40 years' experience in IP and competition and is a reference in legal doctrine and law schools. Managing Partner Rosa Maria Kresalja has more than 15 years' experience. The team has 4 partners and 4 other lawyers, including Alysa Arcos and Roselina Liza who've worked for the Ecuadorian and Peruvian IP authorities respectively.

**PACON & SCHIANTARELLI:  
STRONG SKILLS IN IP LITIGATION**



Juan Pablo Schiantarelli

Leaders: Juan Pablo Schiantarelli and Ana María Pacón  
Established: 2013

**Track record:** The firm has strong expertise in trademarks, copyright, patents and IP litigation. They also cover advertising, consumer protection, media law, data protection and technology-related IP. They were recently involved in several trademark litigation cases representing national and international companies. Their client roster includes Nestlé, Telefonica and Kimberly-Clark.

**Team & differentiation:** Partners Schiantarelli and Pacón each have more than 20years' experience in trademarks, patents, designs, copyright, unfair competition and IT. The team comprises also three associates with experience dealing with complex cases. Rising star Rosalina Susano is a specialist in trademark litigation and data protection cases.

**CLARKE MODET & C° PERU:  
TOP FOR TRADEMARK AND PATENT PROSECUTION**



Ana Teresa Barreto

Leaders: Ana Teresa Barreto and Jimena Ugarte  
Established: 2002

**Track record:** With offices in ten countries, eight in Latin America and one each in Spain and Portugal, Clarke Modet & C° advises a large number of international companies. The client list of the local team includes companies from different industries such as pharmaceuticals, biotech, distribution and retail, gastronomy, mining and manufacturing. They are also active with startups and universities.

**Team & differentiation:** The Peruvian team is composed of legal, scientific and technical professionals, including six highly skilled patent and trademark attorneys. General Manager Ana Teresa Barreto has more than 16 years' experience in intellectual property. She is an expert in unfair competition, advertising regulation and commercial law. Jimena Ugarte was appointed manager of legal and technical services.

**RODRIGUEZ GARCÍA:  
YOUNG AND DYNAMIC IP & COMPETITION BOUTIQUE**



Gustavo Rodríguez García

Leader: Gustavo Rodríguez García  
Established: 2016

**Track record:** The firm advises companies from different sectors such as food, auto manufacturing, construction and education. They assisted Dajav solutions (owner of wabu app) in the implementation of IP policies. Also the team acted for Foresta International regarding a trademark opposition procedure filed by an important competitor. Clients include Molitalia, Productos Paraiso.

**Team & differentiation:** The team specializes in handling complex IP litigation and trademark prosecution matters. The firm recently entered into an alliance with the fashion law institute of Argentina in order to develop their fashion law practice. Founding partner Gustavo Rodriguez combines academic experience with handling complex IP litigation and fashion law matters.



## TELECOMS

### Peru Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>EXCELLENT</b>	
<b>Estudio Echecopar - Baker McKenzie</b>	Javier Tovar Gil, Teresa Tovar Mena, Jorge Danós
<b>Miranda &amp; Amado</b>	Luis Vinatea
<b>Montezuma &amp; Porto</b>	José Miguel Porto
<b>Rodrigo Elías &amp; Medrano Abogados</b>	María Teresa Quiñones, Verónica Sattler
<b>HIGHLY RECOMMENDED</b>	
<b>Bullard Falla Ezcurra Abogados</b>	Alejandro Falla, Eduardo Quintana Sánchez
<b>CMS Grau</b>	Ramon Huapaya
<b>Estudio Muñiz</b>	Pierino Stucchi
<b>Payet, Rey, Cauvi, Pérez Abogados</b>	Carlos Patrón, Gerardo Soto
<b>RECOMMENDED</b>	
<b>Bracamonte, Haaker, Castellares</b>	David Ruiz
<b>Diez Canseco Abogados</b>	Luis Diez Canseco
<b>Moar Abogados</b>	Carlos Monteza

#### MONTEZUMA & PORTO: LEADING BOUTIQUE IN TELECOM, MEDIA AND TECHNOLOGY



Oscar Montezuma

Leader: Oscar Montezuma and José Miguel Porto Urrutia  
Established: 2012

**Track record:** The firm has extensive experience in managing national and international clients from the telecoms, media, IT and digital business. The firm also has a strong privacy and data protection practice and a startup and venture capital practice that provides legal advice to startups. Clients include UTEC Ventures, Andean Tower Partners Peru, South American Bytes Perú.

**Team & differentiation:** Partner Oscar Montezuma is a former in-house counsel at Telefonica. Partner Jose Miguel Porto has more than fifteen years of experience in the telecommunications and information technologies sector, and has worked as legal manager of Nextel. The firm is the only one in the Peruvian market combining both technology, regulatory and transactional expertise.

PERU



## DATA PROTECTION

### Peru Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Montezuma & Porto	Oscar Montezuma
<b>EXCELLENT</b>	
Estudio Echeopar - Baker McKenzie	Teresa Tovar
Estudio Muñiz	Pierino Stucchi
Hernandez & Cia	Enrique Cavero
Rodrigo Elías & Medrano Abogados	María del Carmen Alvarado
<b>HIGHLY RECOMMENDED</b>	
Allende & Garcia Abogados	Jorge Allende
CMS Grau	Andrea Pulgar*
Iriarte & Asociados	Erick Iriarte
Osterling Abogados	Arturo Tello
Pacon & Schiantarelli	Juan Pablo Schiantarelli, Rosalina Susano
Revoredo.pe	Abel Revoredo
<b>RECOMMENDED</b>	
Barlaw - Barrera & Asociados	Adriana Barrera
Diez Canseco Abogados	Luis Diez Canseco
Zegarra & Schipper Abogados	Diego Zegarra

\*Senior Associate

#### ESTUDIO MUÑIZ: EXPERTISE IN TELECOM, REGULATION AND COMPETITION LAW



Pierino Stucchi

Leader: Pierino Stucchi  
Established: 1981

**Track record:** Muñiz data protection area has clients from different sectors such financial services, commercial airlines and telecoms. The team advised Makro in all compliance issues arising from the Peruvian data protection regulation for providing financial services to its customers through credit cards. Clients includes British Telecom, Fox Network Group, Entel Perú.

**Team & differentiation:** The team has strong expertise in telecommunications, media, electronic commerce and privacy. The firm recently hired three telecom and privacy experts to respond to clients' growing needs in this area. Most of the team's members have worked in the public sector, either at the telecom regulator (Osiptel) or the competition and consumer protection agency (Indecopi).





# URUGUAY

© byvalet / Shutterstock.com



## IP LITIGATION

### Uruguay Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Cervieri Monsuarez &amp; Asociados</b>	Virginia Cervieri, Natalia Paladino
<b>Ferrere Abogados</b>	Agustín Meyer West
<b>Fischer Abogados</b>	Mercedes Castells, Gustavo Fischer
<b>EXCELLENT</b>	
<b>Cikato Abogados</b>	Matias Cikato, Mauro Marin
<b>Fernandez Secco &amp; Asociados</b>	Gonzalo Fernandez Secco, Agustina Fernández Giambruno
<b>Vanrell Propiedad Intelectual Abogados</b>	Juan Vanrell, Veronica Vanrell
<b>HIGHLY RECOMMENDED</b>	
<b>Barbosa Caravia</b>	Nora Morgade, Carlos Ruiz Lapuente
<b>Dubourg &amp; Cia</b>	Andrés Gallo Dubourg
<b>Fox &amp; Lapenne</b>	Victoria Fox, Juan Lapenne
<b>Jones &amp; Cia</b>	Hugo Esteves
<b>Pittaluga Abogados</b>	Martin Pittaluga

## ENFORCEMENT & ANTI-COUNTERFEITING ACTIONS

### Uruguay Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Cervieri Monsuarez &amp; Asociados</b>	Virginia Cervieri, Natalia Paladino
<b>EXCELLENT</b>	
<b>Cikato Abogados</b>	Matias Cikato, Mauro Marin
<b>Fischer Abogados</b>	Mercedes Castells, Gustavo Fischer
<b>Fox &amp; Lapenne</b>	Victoria Fox, Juan Lapenne
<b>HIGHLY RECOMMENDED</b>	
<b>Bacot &amp; Bacot</b>	Oscar Bacot Silveira
<b>Fernandez Secco &amp; Asociados</b>	Agustina Fernández Giambruno
<b>Ferrere Abogados</b>	Agustín Meyer West
<b>Pittaluga Abogados</b>	Martin Pittaluga
<b>Vanrell Propiedad Intelectual Abogados</b>	Juan Vanrell, Veronica Vanrell

### CERVIERI MONSUAREZ & ASOCIADOS: A HIGHLY REGARDED IP PRACTICE



Virginia Cervieri

Leaders: Virginia Cervieri and Natalia Paladino  
Established: 2009

**Track record:** The firm is very strong in anti-counterfeiting, copyright, trademark litigation and prosecution. They advised Adidas on a trademark case concerning the association of the three stripes with the Adidas brand. Companies that entrust the firm include Dior, New Balance, Hugo Boss, Cartoon Network, Gucci, Bulgari, and Procter among others.

**Team & differentiation:** The IP team is composed of five partners and twelve qualified lawyers. Head of department Virginia Cervieri is experienced in enforcement and anti-counterfeiting issues. Head of Trademark and Patent Prosecution Natalia Paladino has been represented several clients in trade dress cases that set precedent in the country.



## TRADEMARK PROSECUTION

### Uruguay Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Cikato Abogados</b>	Matias Cikato, Mauro Marin
<b>Fernandez Secco &amp; Asociados</b>	Agustina Fernández Giambruno
<b>EXCELLENT</b>	
<b>Bacot &amp; Bacot</b>	Oscar Bacot Silveira
<b>Fox &amp; Lapenne</b>	Victoria Fox, Juan Lapenne
<b>Vanrell Propiedad Intelectual Abogados</b>	Juan Vanrell, Veronica Vanrell
<b>HIGHLY RECOMMENDED</b>	
<b>Barbosa Caravia</b>	Nora Morgade, Carlos Ruiz Lapuente
<b>Cervieri Monsuarez &amp; Asociados</b>	Natalia Paladino
<b>Ferrere Abogados</b>	Agustín Meyer West
<b>Fischer Abogados</b>	Mercedes Castells, Gustavo Fischer
<b>Pittaluga Abogados</b>	Martin Pittaluga
<b>RECOMMENDED</b>	
<b>Clarke Modet &amp; Cia</b>	Fabiana Penades
<b>Dubourg &amp; Cia</b>	Andrés Gallo Dubourg
<b>Jones &amp; Cia</b>	Hugo Esteves
<b>Mercomark</b>	Carlos Sarlabós

## PATENT PROSECUTION

### Uruguay Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Fernandez Secco &amp; Asociados</b>	Agustina Fernández Giambruno
<b>Fischer Abogados</b>	Mercedes Castells, Gustavo Fischer
<b>Fox &amp; Lapenne</b>	Victoria Fox, Juan Lapenne
<b>EXCELLENT</b>	
<b>Cikato Abogados</b>	Matias Cikato, Mauro Marin
<b>Ferrere Abogados</b>	Agustín Meyer West
<b>HIGHLY RECOMMENDED</b>	
<b>Bacot &amp; Bacot</b>	Oscar Bacot Silveira
<b>Barbosa Caravia</b>	Nora Morgade, Carlos Ruiz Lapuente
<b>Cervieri Monsuarez &amp; Asociados</b>	Natalia Paladino
<b>Pittaluga Abogados</b>	Martin Pittaluga
<b>Vanrell Propiedad Intelectual Abogados</b>	Juan Vanrell, Veronica Vanrell



USA



## TMT (LARGE CAP)

### USA Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Bank of America Merrill Lynch</b>	Anwar Zakkour (Global Co-Head of TMT Investment Banking)
<b>Goldman Sachs</b>	George C. Lee II (Chief Information Officer and Co-Chairman of TMT), Daniel Dees (Head of TMT)
<b>J.P. Morgan</b>	Fred Turpin (Head of TMT, North America)
<b>EXCELLENT</b>	
<b>Barclays</b>	Gregory Dalvito (Co-Head TMT M&A), Richard Hardegree (Co-Head TMT M&A)
<b>Citi</b>	Mark Shafir (Global Head of TMT and Global Co-Head of M&A)
<b>Credit Suisse</b>	David Wah (Co-Head of Global TMT Banking), Greg Weinberger (Co-Head of Global M&A)
<b>Deutsche Bank</b>	Mark V. Keene (Global Co-Head of TMT Investment Banking)
<b>Morgan Stanley</b>	Drew Guevara (Head of Global Technology Investment Banking), Michael Wyatt (Managing Director & Head of Global Technology M&A)
<b>UBS Investment Bank</b>	Jason Auerbach (Global Head of Tech M&A), Sam Powers (Co-Head of TMT, Americas)
<b>HIGHLY RECOMMENDED</b>	
<b>Centerview Partners</b>	Adam Beshara (Partner), John C. Bosacco (Partner)
<b>Guggenheim Partners</b>	Ken Sena (Senior Managing Director, TMT)
<b>LionTree Advisors</b>	Aryeh Bourkoff (CEO)

## TMT (SMALL TO MID CAP)

### USA Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Barclays</b>	Gregory J. Dalvito (Co-Head TMT M&A), Richard B. Hardegree (Co-Head TMT M&A)
<b>Deutsche Bank</b>	Mark Keene (Global Co-Head of TMT Investment Banking)
<b>J.P. Morgan</b>	Fred Turpin (Head of TMT, North America)
<b>Morgan Stanley</b>	Drew Guevara (Head of Global Technology Investment Banking) Michael Wyatt (Head of Global Technology M&A)
<b>EXCELLENT</b>	
<b>Bank of America Merrill Lynch</b>	Anwar Zakkour (Global Co-Head of TMT Investment Banking)
<b>Credit Suisse</b>	David Wah (Co-Head of Global TMT Banking), Greg Weinberger (Co-Head of Global M&A)
<b>Houlihan Lokey</b>	Christopher Wilson (Managing Director)
<b>Jefferies</b>	William Brady (Chairman of Technology Investment Banking), Phil Berkowitz (Co-Head of Technology Investment Banking)
<b>Qatalyst Group</b>	George Boutros (Chief Executive Officer)
<b>RBC Capital Markets</b>	Blair Fleming (Head of US Investment Banking)
<b>William Blair</b>	Jonathan Skinner (Head of Technology Investment Banking)
<b>HIGHLY RECOMMENDED</b>	
<b>BMO Capital Markets</b>	Peter Myers (Head of US Investment & Corporate Banking)
<b>Citi</b>	Mark Shafir (Global Head of TMT and Global Co-Head of M&A)
<b>Foros</b>	Jean Manas (Chief Executive Officer), Drew Ackert (Managing Director, Technology)
<b>Luma Partners</b>	Brian Andersen (Partner & Head of Digital Marketing), Mark Greenbaum (Partner & Head of M&A)
<b>Raymond James &amp; Associates</b>	David Castagna (Co-Head of Technology & Services), Brendan T. Ryan (Co-Head of Technology & Services)



## HEALTH & PHARMA (LARGE CAP)

### USA Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>J.P. Morgan</b>	Jeffrey A. Stute (Head of Healthcare Investment Banking, Co-Head - North America M&A)
<b>EXCELLENT</b>	
<b>Barclays</b>	Jason Haas (Head of Healthcare, Americas), David Levin (Co-Head of Healthcare M&A)
<b>Centerview Partners</b>	Kenneth Berliner (Partner, Consumer Retail and Healthcare), Stuart Smith (Partner, Healthcare)
<b>Citi</b>	Chris Hite (Global Head of Healthcare Investment Banking)
<b>Goldman Sachs</b>	FX de Mallmann (Global Co-Head of Consumer Retail and Healthcare)
<b>Morgan Stanley</b>	John Collins (Co-Head of Global Healthcare), Michele Colocci (Co-Head of Global Healthcare)
<b>HIGHLY RECOMMENDED</b>	
<b>Bank of America Merrill Lynch</b>	Brian McCarthy (Vice Chairman Healthcare Investment Banking), Charles Newton (Co-Head of Healthcare)
<b>Credit Suisse</b>	Punit Mehta (Co-Head of Healthcare Americas), Michael Muntner (Co-Head of Healthcare Americas),
<b>Greenhill &amp; Co</b>	Christopher Grubb (Co-Head of US M&A), Jeffrey Wasserstein (Managing Director, Healthcare)
<b>Guggenheim Partners</b>	Jeffrey Hoffman (Senior Managing Director, Healthcare), Joseph Kohls (Senior Managing Director, Healthcare)
<b>Houlihan Lokey</b>	Mark Francis (Head of Healthcare)
<b>Lazard</b>	Jason R. Bernhard (Managing Director Healthcare, North America)

## HEALTH & PHARMA (SMALL TO MID CAP)

### USA Best Investment Banks

The banks are listed alphabetically within each band

BANK	LEADING PARTNERS
<b>LEADING</b>	
<b>J.P. Morgan</b>	Jeffrey A. Stute (Head of Healthcare Investment Banking, Co-Head - North America M&A)
<b>EXCELLENT</b>	
<b>Barclays</b>	Jason Haas (Head of Healthcare, Americas), David Levin (Co-Head of Healthcare M&A)
<b>Centerview Partners</b>	Kenneth Berliner (Partner, Consumer Retail and Healthcare), Stuart Smith (Partner, Healthcare)
<b>Citi</b>	Chris Hite (Global Head of Healthcare Investment Banking)
<b>Goldman Sachs</b>	FX de Mallmann (Global Co-Head of Consumer Retail and Healthcare)
<b>Morgan Stanley</b>	John Collins (Co-Head of Global Healthcare), Michele Colocci (Co-Head of Global Healthcare)
<b>HIGHLY RECOMMENDED</b>	
<b>Bank of America Merrill Lynch</b>	Brian McCarthy (Vice Chairman Healthcare Investment Banking), Charles Newton (Co-Head of Healthcare)
<b>CREDIT SUISSE</b>	Punit Mehta (Co-Head of Healthcare Americas), Michael Muntner (Co-Head of Healthcare Americas),
<b>Greenhill &amp; Co</b>	Christopher Grubb (Co-Head of US M&A), Jeffrey Wasserstein (Managing Director, Healthcare)
<b>Guggenheim Partners</b>	Jeffrey Hoffman (Senior Managing Director, Healthcare), Joseph Kohls (Senior Managing Director, Healthcare)
<b>Houlihan Lokey</b>	Mark Francis (Head of Healthcare)
<b>Lazard</b>	Jason R. Bernhard (Managing Director Healthcare, North America)

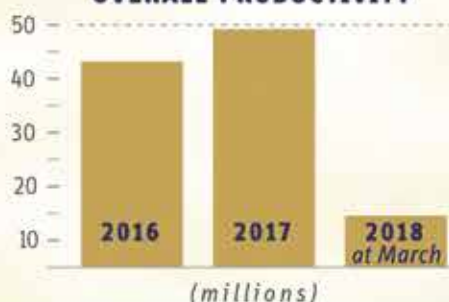
INDUSTRIAL PROPERTY TRANSLATION BUREAU IN BRAZIL<sup>®</sup>  
**YOUR INTELLECTUAL PROPERTY,  
 OUR BEST TRANSLATION!**



**AREAS OF EXPERTISE**

**PATENTS  
 LEGAL DOCUMENTS**

**OVERALL PRODUCTIVITY**





## THE MIDAS LIST 2018: TOP 100 TECH INVESTORS (1/2)

	NAME	FIRM	NOTABLE DEAL
1.	Neil Shen	Sequoia Capital China	Alibaba
2.	Bill Gurley	Benchmark	Uber
3.	Jim Goetz	Sequoia Capital	Whatsapp
4.	Carl Gordon	OrbiMed	Acerta
5.	Robert Nelsen	ARCH Venture Partners	Juno Therapeutics
6.	Mary Meeker	Kleiner Perkins Caufield & Byers	Spotify
7.	Peter Fenton	Benchmark	Docker
8.	J.P. Gan	Qiming Venture Partners	Meitu
9.	Douglas Leone	Sequoia Capital	ServiceNow
10.	Brian Singerman	Founders Fund	Stemcentrx
11.	Eric Paley	Founder Collective	Uber
12.	Mike Maples Jr.	Floodgate	Okta
13.	Kui Zhou	Sequoia Capital China	New Dada
14.	Roelof Botha	Sequoia Capital	Square
15.	Byron Deeter	Bessemer Venture Partners	Twilio
16.	Scott Sandell	New Enterprise Associates	MuleSoft
17.	Rob Hayes	First Round Capital	Uber
18.	Dennis Phelps	IVP	Snap
19.	Josh Kopelman	First Round Capital	Flatiron Health
20.	Hans Tung	GGV Capital	Musical.ly
21.	Neeraj Agrawal	Battery Ventures	Coupa
22.	Joe Lonsdale	8VC	Wish
23.	Xiaojun Li	IDG Capital	Xiaomi
24.	Xiao Ping Xu	ZhenFund	Meicai
25.	Jeff Jordan	Andreessen Horowitz	Airbnb
26.	Tony Florence	New Enterprise Associates	Jet.com
27.	Steve Anderson	Baseline Ventures	Stitch Fix
28.	Bryan Roberts	Venrock	10x Genomics
29.	John Doerr	Kleiner Perkins Caufield & Byers	Twitter
30.	Sameer Gandhi	Accel	Dropbox
31.	Rebecca Lynn	Canvas Ventures	Lending Club
32.	Alfred Lin	Sequoia Capital	Airbnb
33.	Anton Levy	General Atlantic	Alibaba
34.	Scott Shleifer	Tiger Global Management	Despegar
35.	Vinod Khosla	Khosla Ventures	Square
36.	Deven Parekh	Insight Venture Partners	Fanatics
37.	Shailendra Singh	Sequoia Capital India	Go-Jek Indonesia
38.	Marc Andreessen	Andreessen Horowitz	Samsara
39.	Jeremy Liew	Lightspeed Venture Partners	Snap
40.	Mitch Lasky	Benchmark	Snap
41.	Jeremy Levine	Bessemer Venture Partners	Pinterest
42.	Allen Zhu	GSR Ventures	DiDi Chuxing
43.	Lee Fixel	Tiger Global Management	Spotify
44.	Jim Tananbaum	Foresite Capital	10x Genomics
45.	Ryan Sweeney	Accel	Qualtrics
46.	Ravi Mhatre	Lightspeed Venture Partners	AppDynamics
47.	Hemant Taneja	General Catalyst	Stripe
48.	Jonathan Silverstein	OrbiMed	Ascendis Pharma
49.	David Cowan	Bessemer Venture Partners	Twitch
50.	Matt Cohler	Benchmark	Tinder





## THE MIDAS LIST 2018: TOP 100 TECH INVESTORS 2/2

	NAME	FIRM	NOTABLE DEAL
51.	Andrew Braccia	Accel	Slack
52.	Yuri Milner	Digital Sky Technologies	Airbnb
53.	Aydin Senkut	Felicis Ventures	Adyen
54.	Jeff Horing	Insight Venture Partners	Airwatch
55.	Ann Miura_Ko	Floodgate	Lyft
56.	Gaurav Garg	Wing Venture Capital	FireEye
57.	Jim Breyer	Breyer Capital	Etsy
58.	David Weiden	Khosla Ventures	RingCentral
59.	James Mi	Lightspeed China Partners	Rong360
60.	Frank Rotman	QED Investors	Credit Karma
61.	Erhai Liu	Joy Capital	Mobike
62.	Beth Seidenberg	Kleiner Perkins Caufield & Byers	Flexus Biosciences
63.	Fred Wilson	Union Square Ventures	Coinbase
64.	Hurst Lin	DCM Ventures	58.com
65.	Jeff Lieberman	Insight Venture Partners	Delivery Hero
66.	Klaus Hommels	Lakestar	Spotify
67.	Peter Thiel	Founders Fund	Palantir
68.	Ben Horowitz	Andreessen Horowitz	Okta
69.	Joel Cutler	General Catalyst	Lemonade
70.	Bryan Schreier	Sequoia Capital	Dropbox
71.	Todd Chaffee	IVP	Twitter
72.	Kevin Comolli	Accel	SimpliVity
73.	Yi Cao	Source Code Capital	Bytedance
74.	Jenny Lee	GGV Capital	YY.com
75.	Michael Eisenberg	Aleph	Wix.com
76.	David Yuan	Redpoint Ventures	APUS
77.	Kirsten Green	Forerunner Ventures	Dollar Shave Club
78.	Quan Zhou	IDG Capital	CreditEase
79.	Roger Ehrenberg	IA Ventures	The Trade Desk
80.	Navin Chaddha	Mayfield Fund	Lyft
81.	Ron Conway	SV Angel	Airbnb
82.	Peter Levine	Andreessen Horowitz	GitHub
83.	Neil Rimer	Index Ventures	Funding Circle
84.	David Chao	DCM Ventures	SoFi
85.	Randy Glein	DFJ Growth	Ring
86.	Ted Schlein	Kleiner Perkins Caufield & Byers	Shape Security
87.	Jules Maltz	Institutional Venture Partners	Yext
88.	Mamoon Hamid	Kleiner Perkins Caufield & Byers	Slack
89.	Theresia Gouw	Aspect Ventures	ForeScout
90.	Steven Ji	Sequoia Capital China	Ganji
91.	Rich Wong	Accel	UiPath
92.	Asheem Chandna	Greylock Partners	AppDynamics
93.	Jeff Crowe	Norwest Venture Partners	Spotify
94.	Salil Deshpande	Bain Capital Ventures	MuleSoft
95.	Sonali De Rycker	Accel	Spotify
96.	Young Guo	IDG Capital	Meitu
97.	Aileen Lee	Cowboy Ventures	Good Technology
98.	Ping Li	Accel	Heptio
99.	John Vrionis	Unusual Ventures	AppDynamics
100.	Jan Hammer	Index Ventures	Robinhood

**Our analysis**

**JIM GOETZ: THE HISTORY CREATOR**



**JIM GOETZ**

Position:  
Partner, Sequoia Capital  
Age: 51

**Track record:** For the fifth straight year Jim Goetz retains top spot on the Midas List, just three years after the sale of WhatsApp to Facebook for nearly \$22 billion. The deal saw Goetz transform \$60 million over three rounds into more than \$3 billion in Facebook stock. The operation returned Sequoia's \$434 million 2010 fund six times over on one deal, making it one of the best deals in venture capital history. Goetz is still a board member at all five of his billion-plus valued public companies, but announced in January 2017 that he would be stepping aside as leader of the firm's US business to pursue and enjoy other aspects of life.

**JIM BREYER: A PASSION FOR AI**



**JIM BREYER**

Position:  
Founder & Partner,  
Breyer Capital  
Age: 55

**Track record:** Investing through his own firm, Breyer Capital – which opened in 2006 – Breyer is focused on companies that apply artificial intelligence to transform a range of industries from digital health to finance. Breyer is very active in Asia where in 2005 he teamed up with IDG Capital partners and raised \$1 billion in venture funding. He is a former Accel Partners VC and now sits on the boards of Blackstone and 20th Century Fox.

**MARY MEEKER: TOP RANKING FEMALE VENTURE CAPITALIST**



**MARY MEEKER**

Position:  
Partner, Kleiner Perkins  
Caufield & Byers  
Age: 56

**Track record:** Highest ranking female VC and market growth expert Mary Meeker ranks as the only woman in the top ten on the Midas list. She wisely bet on the Chinese commerce site JD.com, Square, Spotify, Facebook, Airbnb and Houzz. Other investments she has led include Legal Zoom, Twitter, and Instacart. She has previously served as a managing director at Morgan Stanley and each spring Meeker publishes her Internet Trends report, which details where the tech world is heading across 200 chart-and-data-laden slides.

**PETER FENTON: BUSINESS WITH HUMAN VALUES**



**PETER FENTON**

Position:  
Partner, Benchmark  
Age: 44

**Track record:** Peter Fenton, one of five partners from Benchmark, was famous for backing Twitter in 2009 during a Series C and amassed a 6.6% stake in what was a \$25 billion deal. Fenton made headlines when in April 2017 Twitter revealed that he would be stepping down from a long-held position on the social media company's board. In 2014 Hortonworks and New Relic, which are two of his investments, went public on the same day. He also helped exit Zendesk and Yelp, and has since joined the board of his newest unicorn, Docker.



**Criteria:**

- Recognition & reputation of the firm in its market
- Team Size: seniority, education & training level of partners, associates and counsel
- Volume, nature and quality of the cases handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

**METHODOLOGY**

**In the course of our research, we gather detailed information from diverse sources:**

**Law firms:** through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

**Clients:** we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

**Qualified third-parties:** we collect the opinion of professionals who are neither clients nor competitors, such as: Innovation consultants, Venture Capital funds, Academics, IP Valuation Firms, etc.



## USA BEST VENTURE CAPITAL FIRMS BY CAPITAL RAISED (2007-2017)

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>Tiger Global Management</b>	Lee Fixel, Scott Shleifer
2 <b>Accel Partners</b>	Sameer Gandhi, Rich Wong
<b>Benchmark Capital</b>	Peter Fenton, Bill Gurley
<b>Kleiner Perkins Caufield &amp; Byers</b>	Mary Meeker, John Doerr
<b>New Enterprise Associates</b>	Scott Sandell, Forest Baskett
<b>Sequoia Capital</b>	Jim Goetz, Douglas Leone
<b>EXCELLENT</b>	
1 <b>Andreessen Horowitz</b>	Marc Andreessen, Jeff Jordan
2 <b>Founders Fund</b>	Peter Thiel, Brian Singerman
<b>GGV Capital</b>	Hans Tung, Jenny Lee
<b>Greylock Partners</b>	David Sze, Asheem Chandna
<b>IVP</b>	Todd Chaffee, Sandy Miller
<b>OrbiMed</b>	Carl Gordon, Jonathan Silverstein
<b>HIGHLY RECOMMENDED</b>	
<b>Bain Capital Ventures</b>	Salil Deshpande, Ben Nye
<b>Charles River Ventures (CRV)</b>	George Zachary, Izhar Armony
<b>DCM Ventures</b>	Hurst Lin, David Chao

## PATENT PROSECUTION

## USA Best Law Firms – Nationwide

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Finnegan Henderson Farabow Garrett &amp; Dunner</b>	Erika Harmon Arner, Barbara Clarke McCurdy, Robert C. Stanley, Christopher P. Foley
<b>Fish &amp; Richardson</b>	Hans R. Troesch, Mark S. Ellinger
<b>EXCELLENT</b>	
<b>1 Foley &amp; Lardner</b>	Pavan K. Agarwal, Benjamin Berkowitz, Richard J. McKenna, Eley O. Thompson
<b>Knobbe Martens Olson &amp; Bear</b>	Steven Nataupsky, Joseph Reisman, David Weiss
<b>Sterne Kessler Goldstein &amp; Fox</b>	Michael B. Ray, Carla Ji-Eun Kim, Michael V. Messinger
<b>2 Covington &amp; Burling</b>	Michael K. Plimack, Christopher N. Sipes, Andrea G. Reister
<b>Fitzpatrick Cella Harper &amp; Scinto</b>	Scott K. Reed, Elizabeth F. Holowacz,
<b>Kilpatrick Townsend &amp; Stockton</b>	Charles Calkins, Steven Gardner, Darin Gibby
<b>McDermott Will &amp; Emery</b>	Mark J. Itri
<b>Morrison &amp; Foerster</b>	Gladys H. Monroy
<b>Oblon McClelland Maier &amp; Neustadt</b>	Richard L. Treanor, Bradley D. Lytle, Philippe Signore
<b>HIGHLY RECOMMENDED</b>	
<b>Banner &amp; Witcoff</b>	Gary D. Fedorochko
<b>Birch Stewart Kolasch Birch</b>	Craig Zalk
<b>Blakely Sokoloff Taylor &amp; Zafman</b>	Jacob T. Aikin
<b>Brinks Gilson &amp; Lione</b>	John F. Nethery
<b>Buchanan Ingersoll &amp; Rooney</b>	Matthew Schneider, Charles F. Wieland, Erin Dunston, Todd Walters
<b>Cantor Colburn</b>	Michael Cantor, Philmore Colburn
<b>Cooley</b>	Michael Tucsan, Bill Galliani
<b>DLA Piper</b>	Peter M. Astiz
<b>Fenwick &amp; West</b>	John T. McNelis
<b>Harness Dickey &amp; Pierce</b>	John Castellano
<b>Jenner &amp; Block</b>	Terrence Truax, Brad Lyerla, Harry Roper
<b>Ladas &amp; Parry</b>	Malcolm J. Macdonald
<b>Merchant &amp; Gould</b>	Robert A. Kalinsky
<b>Perkins Coie</b>	Aaron Poledna
<b>Pillsbury Winthrop Shaw Pittman</b>	William P. Atkins
<b>Ropes &amp; Gray</b>	Edward G. Black
<b>Schwegman Lundberg &amp; Woessner</b>	Robin A. Chadwick
<b>Sughrue Mion</b>	Michael R. Dzwonczyk, Alan J. Kasper, Peter Park
<b>RECOMMENDED</b>	
<b>Arnold &amp; Porter Kaye Scholer</b>	Louis Ederer
<b>Alston &amp; Bird</b>	Jason P. Cooper, Guy R. Gosnell
<b>Choate Hall &amp; Stewart</b>	Brenda Jarrell
<b>Greenberg Traurig</b>	Jonathan D. Ball
<b>Norton Rose Fulbright</b>	Jim Repass
<b>White &amp; Case</b>	Dimitrios T. Drivas
<b>WilmerHale</b>	Donald R. Steinberg



## PATENT LITIGATION

### USA Best Law Firms – Nationwide

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Finnegan, Henderson, Farabow, Garrett &amp; Dunner</b>	Laura Masurovsky, James B. Monroe, Cortney S. Alexander, J. Michael Jakes
<b>Fish &amp; Richardson</b>	Kurt L. Glitzenstein, Michael J. McKeon, Juanita Brooks
<b>Kirkland &amp; Ellis</b>	William A. Streff, Dale Cendali
<b>Quinn Emanuel Urquhart &amp; Sullivan</b>	Edward J. DeFranco, David A. Nelson
<b>WilmerHale</b>	Donald R. Steinberg, William F. Lee
<b>EXCELLENT</b>	
<b>1 Cravath Swaine &amp; Moore</b>	David Kappos, David Marriott, Evan Chesler, Keith Hummel
<b>Desmarais</b>	John M. Desmarais, Paul A Bondor
<b>Morrison &amp; Foerster</b>	Eric M. Acker, Charles S. Barquist, G. Brian Busey
<b>Sidley Austin</b>	David Pritikin
<b>2 Cooley</b>	Thomas J. Friel, Jr., Jim Brogan
<b>Covington &amp; Burling</b>	Gary M. Rubman
<b>Fitzpatrick, Cella, Harper &amp; Scinto</b>	Scott K. Reed, Robert Baechtold
<b>Kilpatrick Townsend &amp; Stockton</b>	Wab Kadaba, Steve Gardner, Jamie L. Graham
<b>HIGHLY RECOMMENDED</b>	
<b>Buchanan Ingersoll &amp; Rooney</b>	Philip L. Hirschhorn, Todd Walters, Lloyd Smith
<b>Debevoise &amp; Plimpton</b>	David H. Bernstein
<b>DLA Piper</b>	John Allcock, Mark D. Fowler
<b>Foley &amp; Lardner</b>	Matthew B. Lowrie
<b>Gibson Dunn &amp; Crutcher</b>	Josh Krevitt
<b>Goodwin Procter</b>	Douglas J. Kline
<b>Hogan Lovells</b>	Eric J. Lobenfeld
<b>Irell &amp; Manella</b>	Morgan Chu, Andrei Iancu, David Nimmer
<b>Jones Day</b>	Anthony M. Insogna
<b>Keker &amp; Van Nest</b>	Robert A. Van Nest
<b>Knobbe, Martens, Olson &amp; Bear</b>	William Zimmerman, John Sganga
<b>Latham &amp; Watkins</b>	Kenneth G. Schuler, Matthew Moore, Douglas E. Lumish
<b>Leydig Voit &amp; Mayer</b>	Bruce M. Gagala
<b>McDermott Will &amp; Emery</b>	Sarah Columbia
<b>McKool Smith</b>	Mike McKool, Benjamin Levi, Samuel Baxter
<b>Ropes &amp; Gray</b>	Richard T. McCaulley Jr.
<b>Susman Godfrey</b>	Stephen D. Susman
<b>Sterne, Kessler, Goldstein &amp; Fox</b>	Robert Sterne,
<b>Weil, Gotshal &amp; Manges</b>	Jared Bobrow, Brian E. Ferguson
<b>RECOMMENDED</b>	
<b>Alston &amp; Bird</b>	Keith E. Broyles, Michael J. Newton
<b>Arnold &amp; Porter Kaye Scholer</b>	Matthew M. Wolf, Aaron Stiefel
<b>Baker Botts</b>	Bart Showalter
<b>Jenner &amp; Block</b>	Andrew Bart, Susan Kohlman, Craig Martin
<b>K&amp;L Gates</b>	Tara C. Clancy
<b>Norton Rose Fulbright</b>	Jim Repass
<b>O'Melveny &amp; Myers</b>	Darin Snyder, Brett J. Williamson, Mark Samuels
<b>Patterson Belknap Webb &amp; Tyler</b>	William F. Cavanaugh
<b>Paul Hastings</b>	Joseph O'Malley
<b>Perkins Coie</b>	Paul Parker, Amy E. Simpson
<b>Robins Kaplan</b>	Ronald J. Schutz
<b>Step toe &amp; Johnson</b>	John Caracappa
<b>White &amp; Case</b>	Dimitrios T. Drivas
<b>Wilson Sonsini Goodrich &amp; Rosati</b>	Vern Norviel, Michael B. Levin
<b>Winston &amp; Strawn</b>	Michael L. Brody, George Lombardi, David P. Enzminger
<b>STRONG EXPERTISE</b>	
<b>1 Akin Gump Strauss Hauer &amp; Feld</b>	Karol Kepchar, Cono A. Carrano
<b>Banner &amp; Witcoff</b>	Joseph Potenza
<b>Brinks Gilson &amp; Lione</b>	James P. Naughton, Gary M. Ropski
<b>Fenwick &amp; West</b>	Michael J. Sacksteder
<b>King &amp; Spalding</b>	Holmes J. Hawkins III
<b>Mayer Brown</b>	Alan Grimaldi
<b>2 Paul, Weiss, Rifkind, Wharton &amp; Garrison</b>	Nicholas P. Groombridge
<b>Shook, Hardy &amp; Bacon</b>	B. Trent Webb
<b>Skadden, Arps, Slate, Meagher &amp; Flom</b>	James Elacqua, David W. Hansen



**Our analysis**

**BUCHANAN INGERSOLL & ROONEY:  
FLEXIBLE, CANDID, EASY-TO-WORK-WITH FIRM**



Philip L. Hirschhorn

**Leaders:**  
Philip L. Hirschhorn,  
Todd Walters and Lloyd  
Smith

**Established:**  
1850

**Track record:** The firm represented Ethox Chemicals regarding certain inventions that were allegedly wrongfully taken resulting in a decision in favor of Ethox that corrected inventorship by adding a co-inventor. The firm has also represented Tetra Pak, ABB Schweiz, Mallinckrodt Pharmaceuticals, Lamb Research and Zoetis.

**Team & differentiation:** Philip L. Hirschhorn acts as the co-chair of the firm's IP Section. The firm has prevailed for clients in complex multi-party and multi-patent related proceedings, including reversing decisions of the USPTO in US district courts and the Patent Office. The firm has a pool of over 60 attorneys and professionals, many of whom possess advanced degrees in science and technology.

**FITZPATRICK, CELLA, HARPER & SCINTO:  
GO-TO FOR INNOVATORS AND BRAND LEADERS**



Scott K. Reed

**Leaders:**  
Scott K. Reed and  
Robert Baechtold

**Established:**  
1971

**Track record:** On November 9th 2017, the Court of Appeals for the Federal Circuit affirmed a victory on behalf of Fitzpatrick's client Sanofi against Watson and Sandoz in a Hatch-Waxman patent lawsuit concerning Sanofi's Multaq product. Furthermore in December 2017, Fitzpatrick successfully defended Novartis method of use Afinitor Patents.

**Team & differentiation:** Chairman of the firm's litigation practice group, Scott Reed leads the firm's 49 partners and 70 associates. They work closely with the clients' in-house legal team on all aspects of the litigation process. The firm announced that Susanne Flanders, Natalie Lieber, and Dennis McMahon became partners, effective January 1st 2017.

**STERNE, KESSLER, GOLDSTEIN & FOX:  
RANGE OF TECHNICAL KNOW-HOW**



Robert Sterne

**Leaders:**  
Robert Sterne, David  
Cornwell, Jorge Goldstein  
Michael B. Ray, Carla  
Ji-Eun Kim and Michael V.  
Messinger

**Established:**  
1978

**Track record:** Most notably, the firm has helped Apple through the process of protecting a design patent in China. They were counsel to Alice Corporation in a district court infringement dispute with CLS Bank, which had patentability at the heart of the case. Other clients include, Adidas, Biogen, Broadcom Corp, ImmunoGen, Purdue Pharma.

**Team & differentiation:** Founder and Director Robert Sterne leads this impressive IP boutique which is valued for its ability to prepare and prosecute patents for companies in a variety of industry sectors including computer software, engineering and life sciences. Mr. Sterne recently led the firm in publishing the definitive book on PTAB litigation and the PTO litigation chapter for the ABA's Patent Litigation Strategies Handbook.

**COVINGTON & BURLING:  
TRIAL DEPTH AND TECHNICAL KNOWLEDGE**



Gary M. Rubman

**Leaders:**  
Gary M. Rubman and  
Andrea G. Reister

**Established:**  
1919

**Track record:** Covington & Burling is renowned for representing the biggest names in the life sciences and hi-tech sectors. In 2016, they successfully defended UCB's Vimpat anti-epileptic drug from an IPR challenge before the PTAB, brought by a number of pharmaceutical companies seeking to bring generics to market.

**Team & differentiation:** The firm's patent litigation practice consists of more than 120 attorneys. Gary Rubman is an experienced partner based at the firm's Washington DC office and vice-chairman of the patent litigation practice. To date, lawyers at Covington & Burling have litigated in excess of 500 patent cases covering a wide range of technologies.



**Criteria:**

- Recognition & reputation of the firm in its market
- Team Size: seniority, education & training level of partners, associates and counsel.
- Volume, nature and quality of the cases handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

**METHODOLOGY**

**In the course of our research, we gather detailed information from diverse sources:**

**Law firms:** through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

**Clients:** we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

**Qualified third-parties:** we collect the opinion of professionals who are neither clients nor competitors, such as: Innovation consultants, Venture Capital funds, Academics, IP Valuation Firms, etc.

# IP MATTERS

The International Trademark Association (INTA) is dedicated to supporting trademarks and related intellectual property to foster consumer trust, economic growth, and innovation.

We're here to help you and your organization:

- Global and regional educational events
- Networking opportunities
- Legal resources
- Career development

## Join us at these upcoming events:

---

October 11–12, 2018	Australia Conference: Looking Beyond Trademarks—Protecting and Leveraging Your Brands for Growth	Sydney, Australia
December 10–11, 2018	2018 Middle East and Africa Conference: Innovation, Investment, and IP	Dubai, UAE
May 18–22, 2019	INTA 141st Annual Meeting	Boston, Massachusetts

Learn more at [www.inta.org](http://www.inta.org)



## TRADEMARK PROSECUTION

### USA Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Finnegan Henderson Farabow Garrett &amp; Dunner</b>	Douglas A. Rettew, Julia Anne Matheson
<b>Fross Zelnick Lehrman &amp; Zissu</b>	Susan Upton Douglass, Allison Strickland Ricketts
<b>Kilpatrick Townsend &amp; Stockton</b>	Theodore H. Davis Jr., William H. Brewster, Dennis L. Wilson
<b>EXCELLENT</b>	
<b>1 Arent Fox</b>	Ricardo Fischer
<b>Cowan Liebowitz &amp; Latman</b>	Jonathan King, Deborah K. Squiers
<b>Fitzpatrick Cella Harper &amp; Scinto</b>	Brian L. Klock, Jason M. Okun
<b>2 Knobbe, Martens, Olson &amp; Bear</b>	Catherine Holland, Art Rose
<b>Oblon, McClelland, Maier &amp; Neustadt</b>	Eric W. Schweibenz
<b>Pattishall McAuliffe Newbury Hilliard &amp; Geraldson</b>	Joseph N. Welch II
<b>HIGHLY RECOMMENDED</b>	
<b>Amster Rothstein &amp; Ebenstein</b>	Holly Pekowsky, Max Vern
<b>Cooley</b>	Peter Willsey, Bobby Ghajar
<b>Davis Wright Tremaine</b>	G. Roxanne Elings
<b>Dechert</b>	Glenn A. Gundersen
<b>DLA Piper</b>	Ann K.Ford
<b>Fenwick &amp; West</b>	Sally M. Abel, Jeffrey H. Greene
<b>Fish &amp; Richardson</b>	Cynthia Johnson Walden, Keith A. Barritt
<b>Greenberg Traurig</b>	Susan L. Heller
<b>Haynes and Boone</b>	Purvi Patel Albers, Jeffrey M. Becker
<b>Hogan Lovells</b>	Raymond A. Kurz
<b>Hunton Andrews Kurth</b>	James E. Rosini
<b>Ladas &amp; Parry</b>	Matthew Asbell, Dennis S. Prah, Bharati Bakshani
<b>Loeb &amp; Loeb</b>	Jonathan Zavin
<b>McDermott Will &amp; Emery</b>	John J. Dabney
<b>Merchant &amp; Gould</b>	Scott W. Johnston
<b>Morgan Lewis</b>	Michael J. Abernathy
<b>Pirkey Barber</b>	Louis Pirkey
<b>Sughrue Mion</b>	Gary Krugman
<b>RECOMMENDED</b>	
<b>Abelman Frayne &amp; Schwab</b>	Lawrence E. Abelman
<b>Alston &amp; Bird</b>	Nadya Sand
<b>Arnold &amp; Porter Kaye Scholer</b>	Robert W. Unikel
<b>Barnes &amp; Thornburg</b>	Julia Spoor Gard
<b>Dorsey &amp; Whitney</b>	Lee R. Osman
<b>Duane Morris</b>	Joseph A. Powers
<b>Foley &amp; Lardner</b>	Mark Diliberti; Kay Schwartz
<b>Katten Muchin Rosenman</b>	Karen Artz Ash, Floyd Mandell
<b>Leydig Voit &amp; Mayer</b>	David M. Airan
<b>Perkins Coie</b>	Grace Han Stanton
<b>Venable</b>	Frank M. Gasparo





## TRADEMARK LITIGATION

### USA Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 Debevoise & Plimpton	David H. Bernstein, Jeremy Feigelson
Fross Zelnick Lehrman & Zissu	Roger L. Zissu, Barbara A. Solomon
2 Finnegan Henderson Farabow Garrett & Dunner	Danny M. Awdeh, Douglas A. Rettew
<b>EXCELLENT</b>	
1 Kilpatrick Townsend & Stockton	Wab Kadaba, William H. Brewster, Theodore H. Davis Jr.
Kirkland & Ellis	Dale M. Cendali, Christopher M. Lawless, Joshua L. Simmons, Gregory S. Arovos
Quinn Emanuel Urquhart & Sullivan	Robert Raskopf, Margret Caruso
2 Cravath, Swaine & Moore	Evan R. Chesler, Richard W. Clary
Cooley	Peter Willsey, Bobby Ghajar
Cowan Liebowitz & Latman	Christopher J. Jensen
Fitzpatrick Cella Harper & Scinto	Edmund J. Haughey, Steven E. Warner
Hunton Andrews Kurth	James E. Rosini
Jenner & Block	Andrew Bart, Susan Kohlman, Craig Martin
McDermott Will & Emery	John J. Dabney, Jennifer M. Mikulina
<b>HIGHLY RECOMMENDED</b>	
Brinks Gilson & Lione	David S. Fleming
Jones Day	Susan M. Kayser
Knobbe Martens Olson & Bear	Steven Nataupsky
Morrison & Foerster	Michael R. Ward
Norton Rose Fulbright	Timothy M. Kenny
Pattishall, McAuliffe, Newbury, Hilliard & Geraldson	Jonathan S. Jennings
Proskauer Rose	Brendan J. O'Rourke
Sughrue Mion	Jody Haller Drake
<b>RECOMMENDED</b>	
Arnold & Porter Kaye Scholer	Ronald L. Johnston
Fish & Richardson	John B. Pegram
Goodwin Procter	I. Neel Chatterjee



Our analysis

**KILPATRICK TOWNSEND & STOCKTON:  
RESULTS-ORIENTED COUNSEL FOR CORPORATIONS**



William H. Brewster

**Leaders:**  
William H. Brewster,  
Anthony J. Malutta, Wab  
Kadaba and Theodore H.  
Davis Jr.  
**Established:**  
1860

**Track record:** Obtained summary judgment and a permanent injunction against a computer company utilizing Apple's copyrighted operating system software on non-Apple devices. Represented a Fortune 500 company and major producer of chemicals, fibers and plastics, by providing a full range of intellectual property counseling and litigation services. Other clients include General Electric, Adidas and Motorola Mobility.

**Team & differentiation:** Co-chair of the firm's 80-lawyer trademark & copyright team, William H. Brewster has appeared across the country in jury and bench trials, handled dozens of preliminary injunction and summary judgment motions, and argued numerous appeals. Key offices include Atlanta, Denver, New York, Winston-Salem and Washington DC.

**JENNER & BLOCK:  
HIGH VALUE ACHIEVEMENTS**



Craig Martin

**Leaders:**  
Craig Martin, Andrew Bart  
and Susan Kohlman  
**Established:**  
1914

**Track record:** The litigation powerhouse of Jenner & Block is reputed for work in biotechnology, pharmaceuticals and many other industries. In 2016 Craig Martin successfully defended Duroc where a jury ruled that they did not infringe on a patent covering rotary cutters and that the patent was invalid. The firm is currently representing AOL in a cutting-edge claims case regarding the scope of trademark protection for domain names.

**Team & differentiation:** In 2018 Jenner is representing AOL in a case involving claims for trademark infringement and unfair competition regarding use of AOL's Advertising.com and Ad.com trademarks for an online display advertising network. The case involves cutting-edge issues regarding the scope of trademark protection for domain names.

**ARENT FOX:  
GLOBAL RECOGNITION**



Ricardo Fischer

**Leaders:**  
Ricardo Fischer and  
Cristina Carvalho  
**Established:**  
1942

**Track record:** A go-to resource for global names, Arent Fox is noted for its work in the media and entertainment industry, but it also has many clients in the technology, fashion and food sectors. Key client Mars is being assisted with portfolio management and other trademark matters in the Americas. Other key clients include Discovery Communications, Google/YouTube, HBO, Lacoste and Pixar.

**Team & differentiation:** With key offices in New York, Washington DC, and San Francisco, practice head Ricardo Fischer and Cristina Carvalho lead a team of 50+ legal professionals in the trademarks practice. The firm's US office is currently responsible for more than 11,900 active trademark applications and registrations.

**FROSS ZELNICK:  
TRADEMARK & COPYRIGHT LEADER**



Barbara Solomon

**Leader:**  
Barbara Solomon and  
Roger L. Zissu  
**Established:**  
1969

**Track record:** With an excellent track record advising global brands on litigation, commercial deals and anti-counterfeiting matters. The firm offers expertise in domain name registration and enforcement. Recently the firm worked for The Gap in successfully opposing a motion for a preliminary injunction by a competitor.

**Team & differentiation:** Partner Barbara Solomon, based at the New York boutique, has been a leading litigator in areas of trademark, trade dress, copyright and other areas. The firm is recommended for its US trademark prosecution expertise and has extensive experience protecting global brands. Ms. Solomon has handled several matters for the luxury goods company Chanel. She is also listed as a WIPO Neutral.



**Criteria:**

- Recognition & reputation of the firm in its market
- Team Size: seniority, education & training level of partners, associates and counsel.
- Volume, nature and quality of the cases handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

**METHODOLOGY**

**In the course of our research, we gather detailed information from diverse sources:**

**Law firms:** through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

**Clients:** we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

**Qualified third-parties:** we collect the opinion of professionals who are neither clients nor competitors, such as: Innovation consultants, Venture Capital funds, Academics, IP Valuation Firms, etc.



## LIFE SCIENCES

### USA Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> Cooley	Barbara Kosacz, Ivor R. Elrifi, Robert L. Jones
Covington & Burling	John A. Hurvitz, Emily I. Leonard, James C. Snipes
Knobbe Martens Olson & Bear	Mark R. Benedict, Salima A. Merani
WilmerHale	Belinda M. Juran, Stuart M. Falber
<b>2</b>	
Fish & Richardson	Jonathan Singer
Latham & Watkins	Alan Mendelson
<b>EXCELLENT</b>	
<b>1</b> Arnold & Porter Kaye Scholer	David R. Marsh, William Hoffman, Pamela J. Yates
Finnegan, Henderson, Farabow, Garrett & Dunner	Charles E. Lipsey, Leslie A. McDonell, Sanya Sukduang
Goodwin Procter	Kingsley Taft
Kirkland & Ellis	Leora Ben-Ami
Ropes & Gray	Steven A. Wilcox, Marc A. Rubenstein
Sidley Austin	Scott Bass
<b>2</b>	
Dechert	George G. Gordon, David E. Schulman
Fitzpatrick Cella Harper & Scinto	William E. Solander
Morrison & Foerster	Michael A. Jacobs
Wilson Sonsini Goodrich & Rosati	Kenneth A. Clark
<b>HIGHLY RECOMMENDED</b>	
Fenwick & West	Michael J. Shuster, Stephen M. Graham
Hogan Lovells	Asher Rubin
McDermott Will & Emery	Byron S. Kalogerou
Morgan, Lewis & Bockius	Stephen Paul Mahinka
Paul Hastings	Gerald J. Flattmann, Jr., Bruce M. Wexler
Pillsbury Winthrop Shaw Pittman	John R. Wetherell, Steven L. Meltzer
Quinn Emanuel Urquhart & Sullivan	Joseph M. Paunovich
Reed Smith	Carol Colborn Loepere, Scott T. Hasselman
<b>RECOMMENDED</b>	
Alston & Bird	Michelle A. Williams
Baker Botts	Earl B. Austin
Cravath, Swaine & Moore	Evan R. Chesler
DLA Piper	Lisa A. Haile
Foley & Lardner	Gabor Garai, David Rosen

USA



## IT & OUTSOURCING

### USA Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Gibson, Dunn, Crutcher</b>	Daniel Mummery, William Peters, Stephen D. Nordahl
<b>Mayer Brown</b>	Daniel A. Masur, Brad L. Peterson, Paul J. N. Roy
<b>Pillsbury Winthrop Shaw Pittman</b>	Aaron M. Oser, Glenn S. Richards, Robert E. Zahler
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Michael S. Mensik
<b>Kirkland &amp; Ellis</b>	Neil Hirshman, Gregg Kirchhoefer
<b>Loeb &amp; Loeb</b>	Akiba Stern
<b>Morgan, Lewis &amp; Bockius</b>	Barbara Murphy Melby, Michael L. Pillion
<b>Morrison &amp; Foerster</b>	John Delaney
<b>Weil, Gotshal &amp; Manges</b>	Jeffrey D. Osterman
<b>WilmerHale</b>	Steven D. Barrett, Belinda M. Juran
<b>HIGHLY RECOMMENDED</b>	
<b>Baker Botts</b>	John W. Martin
<b>Dentons</b>	Ross Docksey
<b>DLA Piper</b>	Vincent Sanchez
<b>Greenberg Traurig</b>	Alan Sutin
<b>Hunton Andrews Kurth</b>	Randall S. Parks
<b>Kilpatrick Townsend &amp; Stockton</b>	James R. Paine Jr., James Steinberg
<b>K&amp;L Gates</b>	John E. Howell
<b>Skadden, Arps, Slate, Meagher &amp; Flom</b>	Stuart Levi
<b>RECOMMENDED</b>	
<b>Alston &amp; Bird</b>	James Harvey
<b>Arent Fox</b>	William A. Tanenbaum
<b>Arnold &amp; Porter Kaye Scholer</b>	Susan E. Hendrickson, Paul C. Llewellyn
<b>Eversheds Sutherland</b>	Peter Quittmeyer
<b>Kilpatrick Townsend &amp; Stockton</b>	James R. Paine Jr., James Steinberg
<b>McDermott Will &amp; Emery</b>	Jason D. Krieser, David Guedry

### GIBSON DUNN: EXPERTISE IN COMPLEX TECH TRANSACTIONS



Daniel Mummery

Leaders:  
Daniel Mummery, William  
Peters and Stephen D.  
Nordahl

Established:  
1872

**Track record:** The strategic sourcing and commercial transactions practice group at Gibson Dunn works in areas such as IT, business processes and CRM, handling complex technology and commercial transactions in e-commerce, data protection and related fields. They recently handled DuPont's \$250 million outsourcing renegotiation of its IT systems with CSC. Other clients include Johnson & Johnson, Hyundai, Affinion, Credit Suisse.

**Team & differentiation:** Dan Mummery is co-chair of this practice group and is based at the firm's Palo Alto office in California. He specializes in complex on-shore, near-shore and off-shore information technology matters. His team is well-known for developing strategies and project plans tailored to individual clients, and delivering high-quality work time and again.



## PATENT PROSECUTION

USA Best Law Firms – New York City

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Fish &amp; Richardson</b>	Samuel Borodach, Jack Brennan
<b>Fitzpatrick, Cella, Harper &amp; Scinto</b>	Anthony M. Zupcic, Raymond R. Mandra
<b>EXCELLENT</b>	
<b>1 Fox Rothschild</b>	Janet M. MacLeod, Deborah A. Somerville
<b>Ropes &amp; Gray</b>	Joseph M. Guiliano, Jesse Jenner, James Haley
<b>WilmerHale</b>	Robert Gunther
<b>2</b>	
<b>Cooley</b>	Michael Tuscan, Matthew E. Langer
<b>Polsinelli</b>	Peter Thurlow, Patrick C. Woolley
<b>HIGHLY RECOMMENDED</b>	
<b>Baker Botts</b>	Robert Scheinfeld
<b>Greenberg Traurig</b>	Alan N. Sutin
<b>Jones Day</b>	Adriane M. Antler
<b>Ladas &amp; Parry</b>	Janet I. Cord, Clifford J. Mass
<b>White &amp; Case</b>	Dimitrios T. Drivas
<b>RECOMMENDED</b>	
<b>Milbank, Tweed, Hadley &amp; McCloy</b>	Errol Taylor
<b>Proskauer Rose</b>	Joseph A. Capraro Jr.
<b>Winston &amp; Strawn</b>	Allan Fanucci

### FISH & RICHARDSON: EXPERTISE IN ELECTRONICS & LIFE SCIENCES



Samuel Borodach

Leaders:  
Samuel Borodach, David  
Francescani and Jack  
Brennan  
Established:  
1878

**Track record:** With a commendable record in electronics and life sciences cases, Fish & Richardson maintains strong ties with the USPTO. They successfully defended Doctor's Associates, owners of Subway, from a patent infringement suit brought by DietGoal Innovations. Biomedical Enterprises, Honda Motor and Novozymes are amongst some of its clients.

**Team & differentiation:** A real IP powerhouse, with 220+ patent attorneys and agents, boasting over 65 PhDs in relevant technical areas, Fish & Richardson uses specialized technology to guarantee efficient access to USPTO correspondence and clients' files from anywhere in the world. Principal Samuel Borodach specializes in patent prosecution, strategic counseling and due diligence.

USA



## TRADEMARK PROSECUTION

USA Best Law Firms – New York City

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Fross Zelnick Lehrman & Zissu	Susan Upton Douglass
Fitzpatrick Cella Harper & Scinto	Brian L. Klock, Jason M. Okun
Hunton Andrews Kurth	James E. Rosini, Jonathan D. Reichman
Kilpatrick Townsend & Stockton	Barry M. Benjamin
<b>EXCELLENT</b>	
<b>1</b> Cooley	Peter Willsey, Janet Cullum
Cowan Liebowitz & Latman	Kieran G. Doyle
Fish & Richardson	Kristen McCallion
Foley & Lardner	Mark J. Diliberti
McCarter & English	Timothy J. Kelly
<b>2</b> Amster Rothstein & Ebenstein	Holly Pekowsky
Ladas & Parry	Bharati Bakshani, Matthew Asbell
<b>HIGHLY RECOMMENDED</b>	
Arent Fox	Ricardo Fischer (based in Washington)
Davis Wright Tremaine	Alexandra Nicholson
Greenberg Traurig	Masahiro Noda
Leason Ellis	Peter S. Sloane
<b>RECOMMENDED</b>	
Abelman Frayne & Schwab	Marie Anne Mastrovito
Cohen & Gresser	Karen H. Bromberg
Dorsey & Whitney	Sandra Edelman
Proskauer Rose	Joseph A. Capraro Jr.
Ropes & Gray	Joseph M. Giuliano
Skadden, Arps, Slate, Meagher & Flom	Bruce J. Goldner



## PATENT LITIGATION

USA Best Law Firms – New York City

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Fitzpatrick, Cella, Harper &amp; Scinto</b>	William E. Solander, Scott K. Reed, Dominick A. Conde, Michael P. Sandomato
<b>Kirkland &amp; Ellis</b>	Gregory S. Arovos, Leora Ben-Ami, Steven Cherny
<b>EXCELLENT</b>	
<b>1 Cravath Swaine &amp; Moore</b>	David Kappos, David Marriott, Evan Chesler, Keith Hummel
<b>Fish &amp; Richardson</b>	Edmond R. Bannon, S. Peter Ludwig
<b>Quinn Emanuel Urquhart &amp; Sullivan</b>	Peter J. Armenio, Sandra A. Bresnick
<b>WilmerHale</b>	William F. Lee, Robert J. Gunther, Jr.
<b>2 Cooley</b>	Joseph Drayton
<b>Hunton Andrews Kurth</b>	Michael J. Lennon
<b>Paul Hastings</b>	Joseph M. O'Malley, Jr.
<b>Ropes &amp; Gray</b>	Jesse J. Jenner
<b>HIGHLY RECOMMENDED</b>	
<b>Amster Rothstein &amp; Ebenstein</b>	Daniel S. Ebenstein, Max Vern
<b>Arnold &amp; Porter Kaye Scholer</b>	Aaron Stiefel
<b>Buchanan Ingersoll &amp; Rooney</b>	Philip L. Hirschhorn, Todd Walters, Lloyd Smith
<b>Cadwalader, Wickersham &amp; Taft</b>	Christopher A. Hughes
<b>Desmarais</b>	John M. Desmarais, Paul A. Bondor
<b>Goodwin Procter</b>	David M. Hashmall, Douglas J. Kline, Elizabeth J. Holland
<b>King &amp; Spalding</b>	Robert F. Perry
<b>Orrick, Herrington &amp; Sutcliffe</b>	Joseph A. Calvaruso, Richard L. DeLucia
<b>Patterson Belknap Webb &amp; Tyler</b>	Saul B. Shapiro, Lewis V. Popovski
<b>Paul, Weiss, Rifkind, Wharton &amp; Garrison</b>	Nicholas P. Groombridge
<b>Polsinelli</b>	Keith Grady, Gary Hood
<b>Skadden, Arps, Slate, Meagher &amp; Flom</b>	P. Anthony Sammi
<b>White &amp; Case</b>	Dimitrios T. Drivas, Jeffrey J. Oelke
<b>RECOMMENDED</b>	
<b>Baker Botts</b>	Robert C. Scheinfeld
<b>Cohen &amp; Gresser</b>	Karen H. Bromberg
<b>Gibson, Dunn &amp; Crutcher</b>	Josh A. Krevitt
<b>Jones Day</b>	John J. Normile, Christopher J. Harnett
<b>McKool Smith</b>	Robert A. Cote, Brett E. Cooper
<b>Milbank, Tweed, Hadley &amp; McCloy</b>	Errol B. Taylor
<b>Weil, Gotshal &amp; Manges</b>	Robert S. Berezin
<b>STRONG EXPERTISE</b>	
<b>Day Pitney</b>	Richard H. Brown
<b>Hughes Hubbard</b>	James W. Dabney, Stephen S. Rabinowitz
<b>Latham &amp; Watkins</b>	Daniel G. Brown
<b>Shearman &amp; Sterling</b>	Mark A. Hanneman
<b>Wilkie Farr &amp; Gallagher</b>	Thomas J. Meloro
<b>Wilson Elser</b>	Adam R. Bialek

### CRAVATH SWAINE & MOORE: TOP-NOTCH LITIGATORS WITH GREAT EXPERIENCE IN PATENT LITIGATION



David Marriott

Leaders:  
Evan Chesler, David Kappos, David Marriott and Keith Hummel  
Established:  
1820

**Track record:** Cravath, Swaine & Moore is well known for its long-standing expertise in patent litigation, on top of its leading practice in corporate and financial fields. It recently represented Qualcomm in a patent litigation regarding wifi encryption technology and advised Medinol in a patent infringement action against Abbott Laboratories.

**Team & differentiation:** The firm's New York team includes highly respected patent leader David Kappos, a former Under Secretary of Commerce and Director of the USPTO, as well as partner David Marriott, a redoubtable litigator in both state and federal courts on dispute resolution cases.



## TRADEMARK LITIGATION

### USA Best Law Firms – New York City

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Fitzpatrick, Cella, Harper & Scinto	Scott K. Reed, Nina Shreve*
Fross Zelnick Lehrman & Zissu	Roger L. Zissu, Richard Z. Lehv, James D. Weinberger
<b>EXCELLENT</b>	
Cowan Liebowitz & Latman	Kieran G. Doyle
Debevoise & Plimpton	David H. Bernstein, Jeremy Feigelson
Hunton Andrews Kurth	James E. Rosini
Kilpatrick Townsend & Stockton	Lisa Pearson, Joseph Petersen
Kirkland & Ellis	Dale Cendali, Claudia Ray
Quinn Emanuel Urquhart & Sullivan	Robert L. Raskopf
<b>HIGHLY RECOMMENDED</b>	
Amster Rothstein & Ebenstein	Daniel S. Ebenstein, Max Vern
Arnold & Porter Kaye Scholer	Paul C. Llewellyn, Louis S. Ederer
Cooley	Janet Cullum
Cravath Swaine & Moore	Darin McAtee, David Kappos
Fish & Richardson	R. David Hosp, Kristen McCallion
Jenner & Block	Andrew Bart, Susan Kohlmann
Ladas & Parry	Ralph H. Cathcart
Loeb & Loeb	Barry I. Slotnick
Orrick Herrington & Sutcliffe	Peter D. Vogl, Lisa T. Simpson
Patterson Belknap Webb & Tyler	Robert P. LoBue
Proskauer Rose	Brendan J. O'Rourke, Lawrence Weinstein
Weil, Gotshal & Manges	Randi W. Singer, R. Bruce Rich
<b>RECOMMENDED</b>	
BakerHostetler	Robert B.G. Horowitz
Cohen & Gresser	Karen H. Bromberg
Davis Wright Tremaine	Lance Koonce, Robert D. Balin
Goodwin Procter	Ira J. Levy
Ropes & Gray	Edward G. Black
Wilson Elser	Adam R. Bialek

\*Of counsel



USA



## IT & OUTSOURCING

USA Best Law Firms – New York City

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Weil, Gotshal &amp; Manges</b>	Michael A. Epstein, Charan J. Sandhu
<b>EXCELLENT</b>	
<b>Pillsbury Winthrop Shaw Pittman</b>	Vipul N. Nishawala
<b>Skadden, Arps, Slate, Meagher &amp; Flom</b>	Stuart D. Levi
<b>HIGHLY RECOMMENDED</b>	
<b>Arnold &amp; Porter Kaye Scholer</b>	Paul C. Llewellyn
<b>Covington &amp; Burling</b>	Nigel L. Howard
<b>Gibson, Dunn &amp; Crutcher</b>	Stephen D. Nordahl
<b>Greenberg Traurig</b>	Alan N. Sutin, Scott J. Bornstein
<b>Loeb &amp; Loeb</b>	Kenneth A. Adler
<b>Morgan, Lewis &amp; Bockius</b>	Barbara Murphy Melby (based in Philadelphia), Edward Hansen
<b>Proskauer Rose</b>	Jeffrey D. Neuburger
<b>RECOMMENDED</b>	
<b>Arent Fox</b>	William A. Tanenbaum
<b>Hogan Lovells</b>	Eric J. Lobenfeld
<b>Moses &amp; Singer</b>	Eric P. Bergner
<b>Polsinelli</b>	Dov H. Scherzer
<b>Venable</b>	James E. Nelson
<b>White &amp; Case</b>	Adam Chernichaw

USA



## PATENT PROSECUTION

### USA Best Law Firms – California

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>Knobbe Martens Olson &amp; Bear</b>	Ned Israelsen, Salima A. Merani, Joseph M. Reisman
<b>Morrison &amp; Foerster</b>	Michael R. Ward, Peter J. Yim, Mehran Arjomand
2 <b>Fish &amp; Richardson</b>	Hans R. Troesch, William E. Hunter
<b>EXCELLENT</b>	
1 <b>Jones Day</b>	Dale L. Rieger
2 <b>Blakely Sokoloff Taylor &amp; Zafman</b>	Jacob T. Aikin
<b>Fenwick &amp; West</b>	Rajiv P. Patel
<b>Foley &amp; Lardner</b>	Antoinette F. Konski
<b>Kilpatrick Townsend &amp; Stockton</b>	Craig C. Largent
<b>HIGHLY RECOMMENDED</b>	
<b>Finnegan, Henderson, Farabow, Garrett &amp; Dunner</b>	M. Paul Barker
<b>Greenberg Traurig</b>	Jeff Joyner
<b>McDermott Will &amp; Emery</b>	Mark J. Itri
<b>Perkins Coie</b>	Jordan M. Becker
<b>RECOMMENDED</b>	
<b>Arnold &amp; Porter Kaye Scholer</b>	Ginger R. Dreger
<b>Davis Wright Tremaine</b>	Philip H. Albert
<b>DLA Piper</b>	Mark F. Radcliffe
<b>Ladas &amp; Parry</b>	Mavis S. Gallenson
<b>Schwegman Lundberg &amp; Woessner</b>	Stephen C. Durant
<b>Snell &amp; Wilmer</b>	Grant T. Langton
<b>Troutman Sanders</b>	Kimberley Chen Nobles

USA



## TRADEMARK PROSECUTION

USA Best Law Firms – California

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Cooley</b>	Anne H. Peck, Scott Dailard, Peter Burns
<b>Knobbe Martens Olson &amp; Bear</b>	Jonathan A. Hyman, Catherine J. Holland, Susan M. Natland
<b>EXCELLENT</b>	
<b>Fenwick &amp; West</b>	Sally M. Abel
<b>Foley &amp; Lardner</b>	Marc T. Morley
<b>Greenberg Traurig</b>	Susan L. Heller
<b>Kilpatrick Townsend &amp; Stockton</b>	Anthony J. Malutta
<b>HIGHLY RECOMMENDED</b>	
<b>Baker Hostetler</b>	Miriam C. Beezy
<b>Fish &amp; Richardson</b>	Lisa Greenwald-Swire
<b>Loeb &amp; Loeb</b>	David W. Grace
<b>McDermott Will &amp; Emery</b>	Mark J. Itri, Lynne Boisineau
<b>Mitchell Silberberg &amp; Knupp</b>	Evan M. Kent
<b>RECOMMENDED</b>	
<b>Morrison &amp; Foerster</b>	Jennifer Lee Taylor
<b>Reed Smith</b>	Katherine M. Basile
<b>Snell &amp; Wilmer</b>	Dax Alvarez



## PATENT LITIGATION

### USA Best Law Firms – California

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Covington &amp; Burling</b>	Robert T. Haslam, Michael K. Plimack, Robert D. Fram
<b>Irell &amp; Manella</b>	Ellisen Turner, Morgan Chu, David I. Gindler, Benjamin W. Hattenbach
<b>Morrison &amp; Foerster</b>	Michael A. Jacobs, Rachel Krevans, David C. Doyle, Vincent J. Belusko
<b>Quinn Emanuel Urquhart &amp; Sullivan</b>	Charles K. Verhoeven, Claude M. Stern, Jennifer A. Kash
<b>EXCELLENT</b>	
<b>1 Cooley</b>	Thomas Friel, Jim Brogan, Heidi Keefe
<b>Durie Tangri</b>	Daralyn J. Durie, Mark A. Lemley
<b>Fish &amp; Richardson</b>	Kathi Vidal (Lutton), Juanita Brooks
<b>Keker &amp; Van Nest</b>	Jeffrey R. Chanin, Robert A. Van Nest
<b>2 Fenwick &amp; West</b>	Michael J. Sacksteder
<b>Goodwin Procter</b>	I. Neel Chatterjee
<b>K&amp;L Gates</b>	Britt L. Anderson
<b>Kilpatrick Townsend &amp; Stockton</b>	Susan M. Spaeth
<b>Kirkland &amp; Ellis</b>	Michael W. De Vries, Adam R. Alper
<b>HIGHLY RECOMMENDED</b>	
<b>Alston &amp; Bird</b>	Michael S. Conno
<b>Arnold &amp; Porter Kaye Scholer</b>	Ronald L. Johnston
<b>Baker Botts</b>	Bryant C. Boren, Jr.
<b>Foley &amp; Lardner</b>	Shawn E. McDonald
<b>Gibson, Dunn &amp; Crutcher</b>	Wayne Barsky
<b>Knobbe Martens Olson &amp; Bear</b>	John Sganga, Joseph Re
<b>Latham &amp; Watkins</b>	Douglas E. Lumish
<b>Morgan Lewis &amp; Bockuis</b>	Richard de Bodo
<b>Weil, Gotshal &amp; Manges</b>	Jared Bobrow, Edward Reines
<b>WilmerHale</b>	Mark D. Selwyn
<b>RECOMMENDED</b>	
<b>DLA Piper</b>	John Allcock, Mark D. Fowler
<b>Finnegan, Henderson, Farabow, Garrett &amp; Dunner</b>	Robert F. McCauley III
<b>Jones Day</b>	Anthony M. Isogna
<b>Manatt, Phelps &amp; Phillips</b>	Robert Becker
<b>McDermott Will &amp; Emery</b>	David Henry Dolkas
<b>Perkins Coie</b>	Amy E. Simpson
<b>Ropes &amp; Gray</b>	James R. Batchelder
<b>Sheppard, Mullin, Richter &amp; Hampton</b>	Daniel N. Yannuzzi
<b>Tensegrity Law Group</b>	Matthew Powers
<b>Wilson Sonsini Goodrich &amp; Rosati</b>	Edward G. Poplawski
<b>Winston &amp; Strawn</b>	David P. Enzinger

### IRELL & MANELLA: A FORMIDABLE LEADER IN PATENT LITIGATION



Ellisen Turner

Leaders:  
Ellisen Turner, Morgan Chu, David Gindler and Benjamin Hattenbach  
Established:  
1941

**Track record:** Highly recommended by its clients for having a deep understanding of the statutes, Irell & Manella actively represents both plaintiffs and defendants. Mr. Chu recently represented B/E Aerospace in an IPR victory and also won a \$234m jury verdict for WARF. The firm's notable clients include Ariosa Diagnostics, Tessera, City of Hope, Columbia University, Genentech.

**Team & differentiation:** With a staff of 95 lawyers and 45 partners, Irell & Manella has offices in Los Angeles and Newport Beach. Alongside star litigator Morgan Chu, managing partner Andrei Iancu represents clients across the technology spectrum, and Benjamin Hattenbach puts particular emphasis on the trial of patent infringement matters.



## TRADEMARK LITIGATION

### USA Best Law Firms – California

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Cooley</b>	Anne H. Peck, John W. Crittenden
<b>Loeb &amp; Loeb</b>	David W. Grace, David Grossman
<b>EXCELLENT</b>	
<b>Arnold &amp; Porter Kaye Scholer</b>	John C. Ulin
<b>Fenwick &amp; West</b>	Sally M. Abel
<b>Irell &amp; Manella</b>	Ellisen Turner, David Nimmer
<b>Keker &amp; Van Nest</b>	James R. Slaughter, Michael S. Kwun
<b>Kilpatrick Townsend &amp; Stockton</b>	Theodore H. Davis Jr.
<b>Kirkland &amp; Ellis</b>	Diana Torres
<b>Knobbe Martens Olson &amp; Bear</b>	John Sganga, Gregory B. Phillips
<b>HIGHLY RECOMMENDED</b>	
<b>Durie Tangri</b>	Michael Page
<b>Manatt, Phelps &amp; Phillips</b>	Shari M. Wollman
<b>Mitchell Silberberg &amp; Knupp</b>	Karin Pagnanelli
<b>Morrison &amp; Foerster</b>	Jennifer Lee Taylor
<b>Quinn Emanuel Urquhart &amp; Sullivan</b>	Charles K. Verhoeven
<b>RECOMMENDED</b>	
<b>Davis Wright Tremaine</b>	Thomas R. Burke
<b>Fish &amp; Richardson</b>	Lisa Greenwald-Swire
<b>Greenberg Traurig</b>	Ian C. Ballon
<b>Venable</b>	Susan E. Hollander
<b>Wilson Sonsini Goodrich &amp; Rosati</b>	Aaron D. Hendelman
<b>Winston &amp; Strawn</b>	David P. Enzminger

#### COOLEY: WHERE INNOVATION MEETS LAW



Anne H. Peck

Leaders:  
Anne H. Peck and John W.  
Crittenden  
Established:  
1920

**Track record:** Cooley continues to justify its reputation in the Valley with work highlights such as defending Global Personals, creator of an online dating platform. The firm puts significant emphasis on technology, life sciences and other high-growth industries, and represents major IT firms such as HTC, LinkedIn, Google and RedPad.

**Team & differentiation:** Headquartered in Palo Alto, Cooley has four offices total in California. Its IP practice chair Jim Brogan has served as lead trial counsel for various technology and life sciences companies, and Head of National and Bay Area IP Litigation practice, Thomas Friel, is a seasoned expert handling a wide range of IP disputes.

USA



## IT & OUTSOURCING

### USA Best Law Firms – California

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Morrison &amp; Foerster</b>	Paul E. Jahn
<b>Wilson Sonsini Goodrich &amp; Rosati</b>	Selwyn B. Goldberg, Michael J. Murphy
<b>EXCELLENT</b>	
<b>Arnold &amp; Porter Kaye Scholer</b>	Matthew F. Maccoby
<b>Foley &amp; Lardner</b>	Michael R. Overly
<b>Gibson, Dunn &amp; Crutcher</b>	Daniel R. Mummery
<b>Keker &amp; Van Nest</b>	Robert Van Nest
<b>Kirkland &amp; Ellis</b>	John Lynn
<b>HIGHLY RECOMMENDED</b>	
<b>Cooley</b>	Carolyn L. Craig, Diane Wilkins Savage
<b>Fenwick &amp; West</b>	David L. Hayes
<b>Goodwin Procter</b>	Karen A Spindler, Neel I. Chatterjee
<b>Jones Day</b>	Greg Lanier
<b>Latham &amp; Watkins</b>	Anthony R. Klein
<b>Pillsbury Winthrop Shaw Pittman</b>	David A. Jakopin
<b>Weil Gotshal &amp; Manges</b>	John Brockland, Karen N. Ballack
<b>White &amp; Case</b>	Bijal V. Vakil

#### MORRISON & FOERSTER: ELITE INTERNATIONAL SERVICES IN IP TRANSACTIONS



Paul E. Jahn

Leader:  
Paul E. Jahn  
Established:  
1883

**Track record:** Much appreciated for providing stable and accurate IP counseling services, Morrison & Foerster is particularly active in advising electronic, semiconductor, software, and communication technology companies. Its clientele includes Celgene, Oracle America, Palo Alto Networks and Verizon Communications.

**Team & differentiation:** The firm was the first to have a specialist internal group to focus on investor-side IP due diligence and identify the legal issues surrounding life sciences and academia-originated technology. San Francisco-based partner Paul Jahn specializes in transactions involving the development, licensing, and transfer of complex technology and intellectual property.



Intellectual  
Property  
Owners  
Association

PATENTS | TRADEMARKS | COPYRIGHTS | TRADE SECRETS

# 46TH ANNUAL MEETING

23-25 SEPTEMBER 2018 | HYATT REGENCY HOTEL | CHICAGO, IL



ADVOCATING EFFECTIVE IP RIGHTS | #IPOAM18

**REGISTRATION OPENING JUNE 2018 AT [WWW.IPO.ORG/AM2018](http://WWW.IPO.ORG/AM2018)**

## JOIN YOUR IP COLLEAGUES AT THIS PREMIER EVENT

The IPO Annual Meeting offers a mix of educational programs led by distinguished presenters, as well as committee meetings, exhibit hall, and networking functions.

FOLLOW US!





# EUROPE



## EUROPE BEST VENTURE CAPITAL FIRMS

The firms are listed alphabetically

FIRM	KEY LEADERS
<b>LEADING</b>	
<b>83 North</b>	Laurel Bowdel, Arnon Dinur, Erez Ofer, Yoram Snir
<b>360° Capital Partners</b>	Fausto Boni, François Tison, Emanuele Levi
<b>Abingworth</b>	Stephen Bunting
<b>Accel Partners</b>	Kevin Comolli, Philippe Botteri
<b>Acton Capital Partners</b>	Christoph Braun
<b>Alven Capital</b>	Guillaume Aubin, Charles Letourneur
<b>Amadeus Capital Partners</b>	Anne Glover
<b>Ardian Croissance</b>	Laurent Foata, Alexis Saada
<b>Atomico</b>	Niklas Zennström, Chris Barnes
<b>Balderton Capital</b>	Bernard Liautaud, Daniel Waterhouse
<b>DN Capital</b>	Nenad Marovac
<b>Draper Esprit</b>	Simon Cook
<b>Early Bird Venture Capital</b>	Christian Nagel, Hendrik Brandis
<b>Felix Capital</b>	Frédéric Court
<b>Francisco Partners</b>	Deep Shah, Matt Spetzler
<b>Gimv</b>	Koen Dejonckheere
<b>Global Founders Capital</b>	Ludwig Ensthaler
<b>HealthCap</b>	Björn Odlander
<b>Idinvest Partners</b>	Benoist Grossmann, Christophe Bavière
<b>Index Ventures</b>	Jan Hammer, Dominique Vidal
<b>LSP (Life Science Partners)</b>	Martin Kleijwegt
<b>Mangrove Capital Partners</b>	Mark Tluszczy, Hans-Jürgen Schmitz
<b>Mosaic Ventures</b>	Mike Chalfen, Toby Coppel, Simon Levene
<b>NeoMed Management</b>	Erik Amble, Claudio Nessi
<b>Northzone Ventures</b>	Bjørn Stray, Tellef Thorleifsson
<b>Notion Capital</b>	Stephen Chandler
<b>Octopus Investments</b>	Alistair Seabright
<b>Palomon Capital Partners</b>	Louis Elson
<b>Partech Venture</b>	Omri Benayoun, Philippe Collombel, Jean-Marc Patouillaud, Romain Lavault
<b>Piton Capital</b>	Andrin Bachmann, Greg Lockwood
<b>Point Nine Capital</b>	Pawel Chudzinski, Christoph Janz
<b>PrimeVentures</b>	Sake Bosch
<b>Rocket Internet</b>	Oliver Samwer
<b>RunaCapital</b>	Serguei Beloussov, Dmitry Galperin, Ilya Zubarev, Dmitry Chikhachev
<b>SEP (Scottish Equity Partners)</b>	Calum Paterson
<b>Serena Capital</b>	Philippe Hayat, Marc Fournier
<b>Sofinnova Partners</b>	Antoine Papiernik, Denis Lucquin
<b>Spring Venture Group</b>	Chris Giuliani
<b>Summit Partners</b>	Matthias G. Allgaier
<b>Target Partners</b>	Berthold von Freyberg
<b>Truffle Capital</b>	Patrick Kron, Bernard-Louis Roques
<b>TVM Capital Life Science</b>	Helmut M. Schuehsler
<b>Ventech</b>	Alain Caffi, Jean Bourcereau, Claire Houry
<b>Wellington Partners</b>	Frank Boehnke, Christian Reitberger, Rolf Christof Dienst, Eric Archambeau
<b>White Star Capital</b>	Eric Martineau-Fortin



**BELGIUM**



## PATENT PROSECUTION

### Belgium Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>De Clercq &amp; Partners</b>	Ann de Clercq
<b>NLO</b>	Caroline Pallard, Denis Canet, Jaap Mannaerts
<b>Pronovem</b>	Joëlle Van Malderen, Eric Van Malderen
<b>EXCELLENT</b>	
<b>Arnold &amp; Siedsma</b>	Nele D'Halleweyn
<b>Denk IP</b>	Davy Wauters, Kris Hertoghe
<b>Gevers</b>	Francis Leyder
<b>IP Lodge</b>	Michaël A.T. Beck, William Bird
<b>Kirkpatrick</b>	Gérard Bloch
<b>HIGHLY RECOMMENDED</b>	
<b>Abyoo</b>	Christophe De Groote
<b>BiiP</b>	Marnix Moens
<b>Brantsandpatents</b>	Johan Brants
<b>Calysta</b>	Ludivine Coulon
<b>Cabinet Bede</b>	Philippe Overath
<b>Icosa Europa</b>	Claire Vershelde
<b>IP Hills</b>	Axel Plas
<b>M.F.J Bockstael</b>	Dirk Caluwaerts
<b>Pecher &amp; Partners</b>	Nicolas Pecher
<b>V.O.</b>	Marco Molling, Annemie Swinnen

## TRADEMARK PROSECUTION

### Belgium Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Gevers</b>	Benjamin Gevers, Dominique Marloye, Andries Quataert
<b>Kirkpatrick</b>	Valérie Corbiau, Lidy-Anne Jeswiet – van Westenbrugge
<b>Novagraaf</b>	Ingrid Mennens
<b>EXCELLENT</b>	
<b>Arnold &amp; Siedsna</b>	Sandra Bouwens
<b>Pronovem</b>	Nicole Desmet, Dominique Rifon, Marianne Stanislaus
<b>V.O.</b>	Denys Bertels, Noëlle Wolfs
<b>HIGHLY RECOMMENDED</b>	
<b>Brantsandpatents</b>	Christophe Bourgeois
<b>Cabinet Bede</b>	Laurent Overath
<b>Linden &amp; De Roeck</b>	Bénédicte Linden, Carole De Roeck
<b>NLO</b>	Marlous Stal-Hilders

### KIRKPATRICK: MORE THAN 165 YEARS IN SERVICE OF INNOVATION



Lidy-Anne  
Jeswiet-van Westenbrugge

Leader: Gérard Bloch  
and Lidy-Anne Jeswiet-van  
Westenbrugge  
Established: 1852

**Track record:** Long-established in the Belgian market, Kirkpatrick is active in patents, trademarks, design, copyright and domain names, protecting, defending and monitoring the IP assets of its clients. From large international market leaders to innovative SMEs, the firm provides a tailor-made and multidisciplinary approach.

**Team & differentiation:** Thanks to their scientific and legal expertise, Kirkpatrick's multilingual team handles a wide array of IP matters. Former head of Gevers trademarks department, Lidy-Anne Jeswiet – van Westenbrugge, joined the firm in 2017 as chief executive officer. For patent issues, clients can count on the experience and strategic vision of Gérard Bloch.



## PATENT LITIGATION

### Belgium Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Altius</b>	Christophe Ronse
<b>Bird &amp; Bird</b>	Jean-Christophe Troussel, Bruno Vandermeulen
<b>Crowell &amp; Moring</b>	Kristof Roox
<b>Hoyng Rokh Monegier</b>	Carl De Meyer, Benoît Strowel, Liesebeth Weynants, Steven Cattoor
<b>EXCELLENT</b>	
<b>Fieldfisher</b>	Stijn Debaene
<b>Janson Baugniet</b>	Mireille Buydens
<b>NautaDutilh</b>	Philippe Peters, Florence Verhoestraete
<b>Simont Braun</b>	Eric De Gryse, Fernand de Visscher, Philippe Campolini
<b>Stibbe</b>	Ignace Vernimme
<b>HIGHLY RECOMMENDED</b>	
<b>Allen &amp; Overy</b>	Geert Glas
<b>Baker McKenzie</b>	Koen De Winter
<b>Linklaters</b>	Pieter Van Den Broecke
<b>LMBD Prioux</b>	Louis Puts
<b>Olswang</b>	Michael Burdon
<b>RECOMMENDED</b>	
<b>Cape IP</b>	Veronique Pede, Patricia Cappuyns
<b>DLA Piper</b>	Nicolas Becker
<b>Inteo</b>	Sofie Cubitt, Kristof Neefs
<b>Lexing</b>	Alexandre Cruquenaire
<b>Liedekerke Wolters Waelbroeck Kirkpatrick</b>	Etienne Kairis
<b>Praetia</b>	Serge Dufrene, Dieter Geernaert
<b>Van Bael &amp; Bellis</b>	Peter L'Ecluse
<b>Van Innis &amp; Delarue</b>	Dieter Delarue



## TRADEMARK LITIGATION

### Belgium Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Altius</b>	Paul Maeyaert, Olivier Vrins
<b>Hoyng Rokh Monegier</b>	Carl De Meyer, Carina Gommers
<b>NautaDutilh</b>	Philippe Peters, Florence Verhoestraete
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Koen De Winter
<b>Bird &amp; Bird</b>	Jean-Christophe Troussel, Benoit Van Asbroeck, Bruno Vandermeulen
<b>CMS DeBacker</b>	Tom Heremans, Reanud Dupont
<b>Lydian</b>	Annick Mottet Haugaard
<b>Petillion Law</b>	Flip Petillion
<b>Simont Braun</b>	Emmanuel Cornu, Eric De Gryse
<b>Stibbe</b>	Ignace Vernimme
<b>HIGHLY RECOMMENDED</b>	
<b>Allen &amp; Overy</b>	Geert Glas
<b>Cape IP</b>	Veronique Pede, Patricia Cappuyns
<b>Fieldfisher</b>	Stijn Debaene
<b>Janson Baugniet</b>	Mireille Buydens
<b>Koan</b>	Christine De Keersmaeker
<b>Liedekerke Wolters Waelbroeck Kirkpatrick</b>	Etienne Kairis
<b>Linklaters</b>	Pieter Van Den Broecke
<b>LMBD Prioux</b>	Louis Puts
<b>Monard Law</b>	Daan De Jaeger
<b>Van Innis &amp; Delarue</b>	Thierry Van Innis
<b>RECOMMENDED</b>	
<b>Ambos NBGO</b>	Bart Vandereect
<b>DALDEWOLF</b>	Valentin De le Court
<b>&amp; De Bandt</b>	Jeff Keustermans
<b>Inteo</b>	Sofie Cubitt, Kristof Neefs
<b>Lexing</b>	Alexandre Cruquenaire
<b>Praetica</b>	Serge Dufrene, Dieter Geernaert
<b>Time.lex</b>	Frederic Debusseré
<b>Van Bael &amp; Bellis</b>	Peter L'Ecluse

#### LYDIAN: ACCOMPLISHED TRADEMARK LITIGATION TEAM



Annick Mottet Haugaard

Leader: Annick Mottet Haugaard  
Established: 2001

**Track record:** The IP team has outstanding experience on anti-counterfeiting issues, and offers clients strategic operational advice on these matters. Acting for a large variety of industries, the team is able to offer prestigious international and local clients tailor-made advice on a wide range of IP law. The team has experience in assisting clients before all judicial courts and arbitral tribunals in Belgium.

**Team & differentiation:** Annick Mottet Haugaard heads the IP department, working with a team of seven lawyers entirely focused on IP matters. She has solid experience in litigation and negotiation and is very active at the institutional level. Between 2010 and 2012 Annick Mottet was president of the European Communities Trade Mark Association (ECTA). For trademark and data protection matters Bastiaan Bruyndonckx is the key partner.



## ICT

## Belgium Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Altius	Gerrit Vandendriessche
Baker McKenzie	Daniel Fesler
DLA Piper	Kristof De Vulder, Patrick Van Eecke
<b>EXCELLENT</b>	
Allen & Overy	Filip Van Elsen
Bird & Bird	Benoit Van Asbroeck, Cathy-Rosalie Joly
Crowell & Moring	Thomas De Meese
Fieldfisher	Tim Van Canneyt
Hoyng Rokh Monegier	Fabienne Brison, Benoit Michaux
Lexing	Jean-François Henrotte
Linklaters	Tanguy Van Overstraeten
Lydian	Bastiaan Bruyndonckx
Monard Law	Ben Hermans
NautaDutilh	Philippe Péters
Osborne Clarke	Benjamin Docquir
Simont Braun	Eric De Gryse, Fernand de Visscher, Laurent de Brouwer
Stibbe	Erik Valgaeren
Time.lex	Frédéric Debusseré, Jos Dumortier, Geert Somers, Edwin Jacobs
Ulys	Etienne Wery, Thierry Léonard
<b>HIGHLY RECOMMENDED</b>	
Ambos NBGO	Bart Vandereect
& De Bandt	Jeff Keustermans
Astrea	Steven De Schrijver
CMS DeBacker	Tom Heremans
DALDEWOLF	Sari Depreeuw
Janson Baugniet	Mireille Buydens
Koan	Jan Decorte, Agnès Maqua, Christine De Keersmaeker
LMBD Prioux	Louis Puts
MVVP	Herman Croux
McGuireWoods	Paul Van den Bulck
Verhaegen Walravens	Emmanuel Szafran

#### BAKER MCKENZIE: PRAGMATIC AND EXPERIENCED IT LAWYERS



Daniel Fesler

Leader: Daniel Fesler  
Established: 1957

**Track record:** Baker McKenzie's IT, media and telecoms team combines a strong litigation culture with a technical and scientific background, advising major actors in the media, notably in relation to competition with public broadcasters on the Internet market, publicity and advertisement and press law. The team also focuses on data protection regulatory matters.

**Team & differentiation:** Thanks to his tenures as a former member of the French speaking High Audiovisual Council, former vice-chairman of the Federal Telecommunication Ethics Committee, and current deputy member of the Press Ethics Committee for the French-speaking community, Daniel Fesler is well placed to provide clients with practical solutions. Elisabeth Dehareng focuses on healthcare and fintech.

28<sup>TH</sup>  
JUNE  
2018

11<sup>TH</sup> EDITION

NEW YORK CITY

INTERNATIONAL  
*Legal Alliance Summit*  
&  
AWARDS

**500+ GENERAL COUNSEL, IP DIRECTORS  
AND TOP CORPORATE & IP/IT LAW FIRMS  
FROM OVER 45 COUNTRIES**



**CONFERENCES**

- 14 panels of interactive round tables
- 60+ international experts



**INTERNATIONAL LEGAL  
& IP DEPARTMENT AWARDS**

- Networking seated lunch
- Rewarding the most outstanding legal and IP departments



**ONE TO ONE MEETINGS**

- Schedule your business meetings
- Meet potential referrals & clients



**INTERNATIONAL  
LAW FIRM AWARDS**

- Gala Dinner
- Worldwide Competition: USA, Canada, Latin America, Europe and Asia

**REGULAR SPEAKERS**



**ERICH ANDERSEN**  
*Chief IP Counsel*  
MICROSOFT



**BRUCE SCHELKOPF**  
*Chief IP Counsel*  
ABB



**MANNY SCHECTER**  
*Chief Patent Counsel*  
IBM



**MATTHEW GOLDEN,**  
*Chief Counsel Global Patents*  
MONDELEZ  
INTERNATIONAL



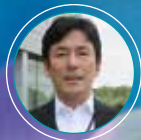
**DANIEL FEDER**  
*Director, Patent Portfolio Management*  
BOEING



**ALEX PONCE DE LEON**  
*Corporate Counsel, Litigation*  
GOOGLE



**RUNZHI ZHAO**  
*VP & Head of Patent*  
L'ORÉAL



**TAKAHITO MIURA**  
*Head of IP, US*  
CANON

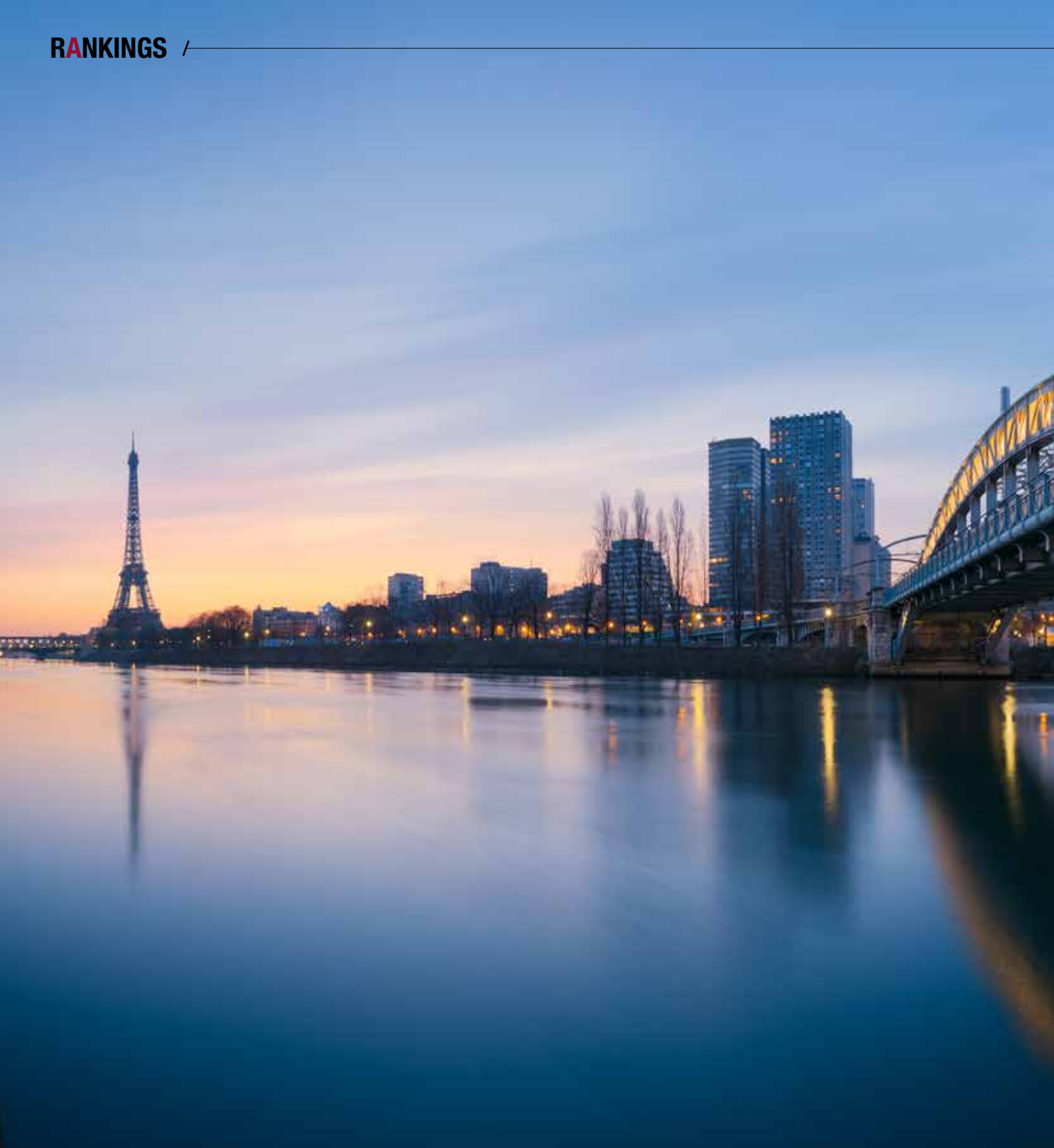


**MELISSA SCANLAN**  
*Senior Director, Intellectual Property and Antitrust*  
T-MOBILE



[www.ilasummit.com](http://www.ilasummit.com)

**INFORMATION & REGISTRATION: Justine Testard - [jtestard@leadersleague.com](mailto:jtestard@leadersleague.com) - +33 (0)1 45 02 25 88**



**FRANCE**





## TMT (LARGE-CAP)

### France Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Lazard</b>	Matthieu Pigasse, Amélie Négrier, Vincent Le Stradic
<b>Morgan Stanley France</b>	Jean Abergel, Enrique Pérez-Hernandez
<b>EXCELLENT</b>	
<b>Bank of America Merrill Lynch</b>	Stéphane Courbon, Antoine Lepagnot
<b>BNP Paribas</b>	Thierry Varène, Laurence Beghin, Jean-Baptiste Natali
<b>DC Advisory</b>	Éric Hamou
<b>Goldman Sachs</b>	Pierre Hudry
<b>HIGHLY RECOMMENDED</b>	
<b>Deutsche Bank</b>	Emmanuel Hasbanian, Julien Fabre
<b>Crédit Agricole CIB</b>	Mathieu Gross
<b>Crédit Suisse</b>	Laurence Hainault
<b>JP Morgan</b>	Xavier Bindel
<b>Natixis Partners</b>	Bruno Stern, Patrick Maurel
<b>Ohana &amp; Co</b>	Karine Ohana, Ariel Ohana
<b>Perella Weinberg</b>	Arnaud Dassy, Paulo Pereira
<b>Catalyst Partners</b>	Jean Tardy-Joubert
<b>Rothschild et Cie</b>	Christophe Desprez
<b>Société Générale</b>	Team of partners
<b>RECOMMENDED</b>	
<b>Barclays</b>	Nicolas Paquet, Makram Azar
<b>Citigroup Global Markets</b>	Wilhelm Schulz
<b>Nomura</b>	Roy Kabla, Virginie Banet
<b>Oddo Corporate Finance</b>	Jean-François Delpech
<b>UBS Investment Bank</b>	Grégoire Haemmerlé



## TMT (SMALL & MID-CAP)

### France Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Bryan, Garnier &amp; Co</b>	Thibaut de Smedt, Greg Revenu
<b>Transaction R (Rothschild)</b>	Virginie Lazes
<b>EXCELLENT</b>	
<b>1 Cambon Partners</b>	Morgann Lesné, David Salabi, Michael Azencot
<b>Capitalmind</b>	Michel Degryck, Jean-Arthur Datté, Ron Belt
<b>Drake Star Partners</b>	Francis Lorentz, Lawrence Giesen
<b>Goetzpartners</b>	Guillaume Piette
<b>Oaklins Aelios</b>	Éric Félix-Faure, Thibaut de Monclin
<b>2 Acetis Finance</b>	Frédéric Bos, Julien Moréel
<b>Degroof Petercam</b>	Damien Bachelot, Cyril Kammoun
<b>Deloitte Finance</b>	Charles Bédier
<b>HIGHLY RECOMMENDED</b>	
<b>Adna Partners</b>	Jacques Benhamou
<b>Axe Média</b>	Olivier Faguer
<b>Banque Hottinguer</b>	Arnaud Bochet
<b>Build up</b>	Patrick Azzopardi
<b>Canaccord Genuity</b>	Nadim Barouki
<b>CM-CIC Corporate Finance</b>	Michaël Chicheportiche
<b>DDA &amp; Company</b>	Alexandre Odin
<b>Financière de Courcelles</b>	Étienne Demailly
<b>Invest Corporate Finance</b>	Ghislain de Murard
<b>KPMG</b>	Mark Wyatt
<b>Nomura</b>	Roy Kabla, Virginie Banet
<b>Oddo Corporate Finance</b>	Jean-François Delpech
<b>Ondra Partners</b>	David Gaillard, Éric Aouani
<b>Verdier &amp; Co</b>	Jean-Philippe Verdier, Kunal Sharma
<b>UBS Investment Bank</b>	Grégoire Haemmerlé

#### BRYAN, GARNIER & CO: EXPANDING IN THE DACH REGION



Greg Revenu

Leaders: Greg Revenu and  
Thibault de Smedt  
Established: 1996

**Track record:** Bryan, Garnier & Co has built and maintained a leading position among Europe's mid-market financial advisors specializing in technology. The bank represented Restore during its €70 million acquisition by Centrica, as well as Finland's Canatu – helping it raise €12 million from Denso, Ascend Capital Partners and Faurecia.

**Team & differentiation:** The team specializes in TMT, healthcare, smart industries, business services and consumer & retail. The firm recently teamed up with JMP Securities to form JMP Bryan Garnier, a joint platform offering European clients access to the US market and vice versa. The bank's latest objective is to enhance activities in the DACH region, having added talent to help achieve this.



## HEALTH & PHARMA (LARGE CAP)

### France Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>BNP Paribas</b>	Christophe Moulin, Thierry Varène
<b>Societe Generale</b>	Team of managing directors
<b>EXCELLENT</b>	
<b>Bank of America Merrill Lynch</b>	Stéphane Courbon, Jean Rivière
<b>Deutsche Bank Cib</b>	Emmanuel Hasbanian
<b>HSBC</b>	Philippe Pontet
<b>JP Morgan</b>	Isabelle Seillier, Xavier Bindel
<b>Lazard</b>	Jean-Yves Helmer, Isabelle Xoual, Alexandra Soto
<b>Morgan Stanley France</b>	René Proglío, Jean-Baptiste Charlet
<b>Rothschild &amp; Cie</b>	Cyrille Harfouche, Grégoire Chertok, Laurent Buiati
<b>HIGHLY RECOMMENDED</b>	
<b>Crédit Agricole CIB</b>	Bertrand Peyrelongue
<b>Crédit Suisse</b>	Valérie Landon, Andrea Bozzi
<b>Goldman Sachs</b>	Robin Rousseau
<b>RECOMMENDED</b>	
<b>Barber Hauler Capital Advisers</b>	Dominique Bazy, Pascal Hervé
<b>Barclays Capital</b>	Ghislain de Brondeau, Axel Malkomes
<b>Blackstone</b>	Gérard Errera
<b>Bucéphale Finance</b>	Jean-Marc Forneri, Luc Demarre
<b>Citigroup Global Markets</b>	Team of managing directors
<b>Messier Maris &amp; Associés</b>	Erik Maris
<b>Nomura</b>	Jérôme Calvet
<b>UBS Investment Bank France</b>	Laurent Bouvier

## HEALTH & PHARMA (SMALL & MID-CAP)

### France Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Bryan, Garnier &amp; Co</b>	Hervé Ronin, Tina Dimitrova
<b>Deloitte Finance</b>	Charles Bédier, Yves Jarlaud
<b>Natixis Partners</b>	François Rivalland, Patrick Maurel
<b>Transaction R (Rothschild)</b>	Laurent Buiatti, Anthony Benichou
<b>EXCELLENT</b>	
<b>CapitalMind</b>	Michel Degryck, Nicolas Balon
<b>Clearwater International</b>	Philippe Croppi, Philippe Guézenc
<b>Eumedix</b>	Alain Lostis
<b>Oddo BHF</b>	Cédric Moreau
<b>Potomac Capital Conseil</b>	Sébastien Drouot
<b>PwC</b>	Noël Albertus, Gad Azuelos
<b>HIGHLY RECOMMENDED</b>	
<b>AEC Partners</b>	Lionel Delaporte
<b>Banque Hottinguer</b>	Philippe Bonhomme
<b>Blue Partners Finance</b>	Nicolas Elbaz
<b>Canaccord Genuity</b>	Nadim Barouki, Alexis de Rosnay, Olivier Dardel
<b>CMC Consulting Group</b>	Benjamin Chambon
<b>Financiere De Courcelles</b>	Olivier Matteoli
<b>Invest Corporate Finance</b>	Raphaël Rosselo
<b>Lincoln International</b>	François Rispoli
<b>Quatuor</b>	Gilles Ravel



## IT

## France Best Venture Capital Firms

The firms are listed alphabetically within each band

FIRM	KEY LEADERS
<b>LEADING</b>	
<b>Alven Capital</b>	Charles Letourneur, Guillaume Aubin
<b>Bpi France</b>	Maïlys Ferrere
<b>Idinvest Partners</b>	Christophe Bavière, Benoist Grossmann
<b>Partech International</b>	Omri Benayoun, Philippe Collombel, Romain Lavault, Jean-Marc Patouillaud
<b>Serena Capital</b>	Philippe Hayat, Marc Fournier
<b>EXCELLENT</b>	
<b>1 360° Capital Partners</b>	Fausto Boni, François Tison, Emmanuele Levi
<b>Ardian France</b>	Laurent Foata, Alexis Saada
<b>CM-CIC Innovation</b>	Alain Benisty, Karine Lignel, Emilie Lidone
<b>Demeter Partners</b>	Olivier Dupont, Stéphane Villecroze, Bernard Maitre, Eric Marty, Laurent Bocahut
<b>Elaia Partners</b>	Philippe Gire, Xavier Lazarus, Marc Rougier
<b>Eurazeo</b>	Yann Hervé Durusque
<b>Iris Capital Management</b>	Pierre de Fouquet, Antoine Garrigues, Erik de la Rivière
<b>Newfund Management</b>	Charles-Antoine Morand, François Véron, Patrick Malka
<b>Omnes Capital</b>	Michel de Lempdes
<b>Seventure</b>	Isabelle de Cremoux
<b>2 Aster Capital Partners</b>	Jean-Marc Bally
<b>Cap Horn Invest</b>	Damien Bourel, Laurent Dumas-Crouzillac, Guillaume Dupont, Hugues Joubert, Romain Vidal
<b>Daphni</b>	Marie Ekeland, Willy braun
<b>Ufg Siparex</b>	Olivier Pagezy, Cyril Bertrand, Andreas Gall, Nicolas Rose, Bernhard Schmid
<b>Ventech</b>	Alain Caffi, Jean Bourcereau, Claire Houry
<b>HIGHLY RECOMMENDED</b>	
<b>123 Investment Managers</b>	Xavier Anthonioz, AntonioGraca, Marc Guittet
<b>Aloe PE</b>	Jean-Pascal Tranié, Vivek Landon
<b>Apicap</b>	Jérôme Lescure, Alexandre Rossoz, Alain Esnault, Frédéric Ruppli
<b>Cathay Capital</b>	Edouard Moinet, Hervé Descazeaux, Denis Barrier, Jacky Abitbol, Lauchun Duan
<b>Hi Inov</b>	Valérie Gombart, Pierre-Henri Dentressangle
<b>I-Source Gestion</b>	Jean-Philippe Zoghbi, Nicolas Landrin, Nicolas Boulay
<b>Kerala Venture</b>	Antoine Freysz, Olivier Occelli, Marc Laurent
<b>Truffle Capital</b>	Bernard-Louis Roques, Patrick Kron
<b>White Star Capital</b>	Éric Martineau-Fortin, Christian Hernandez, Jean-François Marcoux
<b>RECOMMENDED</b>	
<b>3T Capital</b>	Daniel Caclin, Gilles Debuchy, Nicolas Tcherdakoff
<b>A Plus Finance</b>	Niels Court Payen, Frédéric Bayol, Fabrice Imbault
<b>Alto Invest</b>	Antoine Valdès
<b>Auriga Partners</b>	Jacques Chatain, Sébastien Descarpentries, Philippe Granger
<b>Breega</b>	Maximilien Bacot, Benoît Marrel, François Paulus
<b>CEA Investissement</b>	Régis Saleur
<b>FSN Capital</b>	Frederic Lebrun, Xavier Deleplace
<b>Generis Capital Partners</b>	Philippe Charquet, Thibaut de Roux
<b>Innovacom</b>	Jérôme Faul, Jérôme Lecoer
<b>Network-Finances</b>	Martin Genot, Gilles Engherand, Pascal Chevalier
<b>Otium Capital</b>	Pierre-Edouard Stérin



## STRATEGY & MANAGEMENT OF INNOVATION

France Best Consulting Firms

The firms are listed alphabetically

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Absiskey</b>	François Chollet, Xavier Fabre, Grégoire de Tournemire
<b>Actemiss</b>	Maxence Dhellemmes
<b>Alcimed</b>	Géraldine Börtlein
<b>Altran</b>	Dominique Cerutti, William Rozé
<b>Arttic</b>	Christian Baumhauer
<b>Auvalie</b>	Frédéric Grévaud, Pierre Cléau
<b>Ayming</b>	Hervé Amar
<b>BDO innovation</b>	Michel Léger
<b>Benkei</b>	Luc Ragon
<b>Bloomoon</b>	Cyril Fresse
<b>BT2i</b>	Marc-Henri Ménard
<b>Capital High tech</b>	Florence Ghiron
<b>Corteam</b>	Christophe Bessin
<b>D&amp;Consultants</b>	Dominique Carlach
<b>Dynergie</b>	Xavier Levesy
<b>Efficiency Marketing</b>	Alain de Brisson
<b>Efficient Innovation</b>	Olivier Delaunay
<b>Emoveo</b>	Jérôme Carayol
<b>Erdyn</b>	Simon Creuchet
<b>Exeis</b>	Bertrand Marc
<b>Explolab</b>	Daniel Jasmin, Jérôme Serre
<b>Finovatis</b>	Raphaël Terraz
<b>GBA &amp; Associates</b>	Nicolas Galaud, Alexandre Arnon
<b>In Extenso</b>	Patricia Braun
<b>Inno Group</b>	Peter Heydebreck
<b>Innovation Partagée</b>	Mathieu Dupas
<b>Innovative Business Partners</b>	Paul Vincent, Marie-Luce Vantighem
<b>Katalyse</b>	Jean-François Lécole
<b>L-UP</b>	Philippe Béllier
<b>LGI Consulting</b>	Vincent Chauvet
<b>Mews Partners</b>	Michel Maurino
<b>Newton &amp; Associés</b>	Louis Veyret
<b>Okoni</b>	Brice Jehanno
<b>Optimal Gestion</b>	Yonathan Arfi
<b>OPTinnove</b>	Patrick Chanudet
<b>Phenix Innovation</b>	Toufik Lamèche
<b>Quadr'Innov</b>	Angéline Lunel, François Berthault, Laurent Besson, Alain Clément
<b>Sinnrj</b>	Antoine Jonchère, Matthieu Rolland
<b>Stratinnov</b>	François Loret, Iria Paris Suarez, Samar Ammar Khodja
<b>Technopolis Group</b>	Matthieu Lacave
<b>Valmy Conseil</b>	Rémi Durand
<b>Weave</b>	Didier Rousseau

### BT2i: TECHNOLOGY INTELLIGENCE AT THE SERVICE OF INNOVATION PLAYERS



Marc-Henri Ménard

Leader: Marc-Henri Ménard  
Established: 2015

**Track record:** BT2i detects and analyses on behalf of clients the emergence of disruptive technologies. It evaluates any associated risks and transforms them into opportunities by putting clients in touch with the inventors of these game-changing technologies at an early stage. BT2i practices include materials & processes, eco-innovation, energies, IoT, biotech, health and nutrition.

**Team & differentiation:** The firm relies on a core of experienced consultants and around 100 other experts and senior advisors. In the last two years BT2i has successfully launched three TWatch™ technology intelligence programs which saw the participation of some 40 members. New IT Clubs are proposed, notably on industrial IoT and multi-material assemblies.



## PATENT PROSECUTION

### France Best IP Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> <b>Beau de Lomenie</b>	Pierre Balesta, Philippe Hubert, François Delumeau, Didier Intès, Pierre-Louis Désormière
<b>Casalonga</b>	G. Dossmann, A. Casalonga, O. Delprat, F. Zapalowicz, V. Martin-Charbonneau, V. Crest, J.-B. Lecoeur, J. Thon, G. Le Roy, J. Neugebauer
<b>Plasseraud</b>	É. Burbaud, A. Hassine, M. Chateau, R. Fleurance, F. Berogin, G. Cousin, B. Loisel, F. Niemann, C. Nargolwalla, D. Boulinguez, C. Touati, I. Schreiber
<b>Regimbeau</b>	J. Collin, C. Texier, B. Casadewall, M. Audren, E. Levy, J.-R. Callon de Lamarck, A. Bogard Boutaric, S. Célaire, F. Ahner, F. Faivre Petit
<b>Santarelli</b>	F. Lepelletier-Beaufond, L. Santarelli, H. Stankoff, G. de Trémiolles, T. Caen, B. Quantin
<b>2</b> <b>Cabinet Netter</b>	Gabriel de Kernier, Jean-Yves Plaçais, Alexis Renard, Jérémie Palacci
<b>Lavoix</b>	Alain Colombet, Gérard Myon, Etienne Habasque, Bertrand Domenego, Philippe Blot
<b>EXCELLENT</b>	
<b>Becker &amp; Associés</b>	Marion Chajmowicz, Valérie Gallois, Philippe Becker, Béatrice Tézier Herman, Anne-Caroline Starck-Loudes
<b>Brevalex</b>	Philippe Ahner, Éric Augarde, Philippe Audier, Pascal Moutard, Thomas Moisan
<b>Egyp</b>	Julia Andral-Ziurys, Carol Almond-Martin, Anne Desaix, Carole Sellin
<b>Germain &amp; Maureau</b>	Nicolas Delorme, Philippe Verriest, Renaud Chevalier, Stéphane Agasse, Frédéric Gaillarde
<b>Icosa</b>	Caroline de Mareüil-Villette, Claire Vershelde
<b>IP Trust</b>	Pierre Breesé, Alain Kaiser
<b>Ipside</b>	C. Cornuejols, J.-C. Hamann, C. Schmit, S. Deschamps, E. Fourcade, M. Majerowicz, D. Maupilier, G. Mortreux, A. Ribeiro Dias
<b>Ipsilon</b>	Valérie Feray, Laurence Lenne, Valérie Godineau, Sylvie Hervouet-Malbec, Wilfried Peguet, Jean-Loup Laget
<b>Marks &amp; Clerk</b>	E. Priori, J.-M. Bréda, I. Dudouit, A. Collet, S. Esselin, M.-P. Henriot, L. Lucas, G. Brunelli, C. Nguyen-Van-Yen
<b>Novagraaf</b>	Philippe Vigand
<b>HIGHLY RECOMMENDED</b>	
<b>Bandpay &amp; Greuter</b>	Patrick Trabé, Aujain Eghbali, Renaud Fulconis
<b>Boettcher</b>	Bruno Lavialle, Audrey Decorchemont, Marie-Flore Ribeyron
<b>Cabinet Chaillot</b>	Denis Chaillot, Geneviève Chaillot, Julie Desrois, Nicolas Dufay
<b>Cabinet Didier Martin</b>	Jean-François Weber
<b>Cabinet Flechner</b>	Olivier Eidselberg
<b>Cabinet Tripoz</b>	Inès Tripoz
<b>Camus Lebkiri</b>	Olivier Camus, Alexandre Lebkiri
<b>Dejade &amp; Biset</b>	Xavier Demulsant
<b>Gevers</b>	Jean-Christophe Rolland, Boris Welzer, Bernard Hauer, Raymond Charguillon
<b>GPI &amp; Associés</b>	Hervé Grünig, Laurent Pouillot
<b>Hirsch &amp; Associés</b>	Marc-Roger Hirsch, Christophe Andral
<b>Ixas Conseil</b>	Martin P. Schmidt
<b>Jacobacci &amp; Coralis-Harle</b>	Vincent Chauvin, Jean-Michel Le Bihan, Fabienne Orsini, Séverine Redon
<b>LLR</b>	Guillaume de la Bigne, Vincent Remy, Clémence Vallée-Thiollier, Emmanuel Potdevin
<b>Lynde &amp; Associés</b>	Christian Riege, Pierre Kohler, Stéphane Lynde
<b>Nony &amp; Associés</b>	François Tanty, Pascale le Coupancec
<b>Pontet Allano</b>	Claire Mouget Goniot, Nurhak Akdogan, Alain Kingolo, Olivier Legrand, Bernard Pontet, François Mundler
<b>Vidon</b>	Patrice Vidon, Ludovic Bioret
<b>RECOMMENDED</b>	
<b>Alternip</b>	François-Xavier Regi
<b>Argyma</b>	Raynald Bornier, Jean-Christophe Dordain, Guillaume Milcent
<b>Be Leader Innovation</b>	Xavier Rataboul
<b>Bringer IP</b>	Mathieu Bringer
<b>Cabinet Degret</b>	Jacques Degret
<b>Cabinet Marconnet</b>	Sébastien Marconnet
<b>Cabinet Moutard</b>	Xavier Mazabraud
<b>Ex Materia</b>	Christophe Leveille, Rodolphe Guyon
<b>Hautier</b>	Nicolas Hautier, Jean-Pascal Decobert
<b>Innovincia</b>	Thomas Croonenbroek
<b>Jurispatent Cabinet Guiu</b>	Claude Guiu
<b>Laurent &amp; Charras</b>	Anne Buchet
<b>Lexando Caracteq</b>	Sophie Delaveau
<b>Louis Petit</b>	Raphaël Louiset
<b>Malemont</b>	Frank Sauvestre
<b>Novaimo</b>	Denis Aivazian
<b>Oak &amp; Fox</b>	Julien Pichon
<b>Strato Ip</b>	Julien Sayettat
<b>Touroude &amp; Associates</b>	Magali Touroude
<b>Weinstein</b>	Michel Thinat, Helmut Berger, Hartmut Bergemann



## Our analysis

### IPSIDE: EIGHTY IP SPECIALISTS IN EIGHT LOCAL AGENCIES



Christophe Cornuejols

Leader: Christophe Cornuejols  
Established: 1982

**Track record:** On behalf of 8,000 clients (startups, SMEs, large groups and research institutes), the firm acts in all fields of intellectual property, from trademark and patent registration to litigation. In aeronautics, telecommunications and software, the team's historical expertise enables them to attract major patent applicants.

**Team & differentiation:** With flat-rate pricing, the firm works in perfect transparency to create a climate of trust with clients. The team at Ipside Avocats, composed of four intellectual property specialists, participates in the global support offered to innovators. The subsidiaries in China and the United States, as well as the consulting platform put online by the firm, underline the ambition of these complete professionals.

### ICOSA: ENCOURAGING CLIENTS TO PUSH THEIR LIMITS



Caroline de Mareüil-Villette

Leader: Caroline de Mareüil-Villette  
Established: 2009

**Track record:** Pharmaceutical chemistry, polymers and innovative materials are at the heart of the firm's practice. The Med-tech division specializes in the protection of medical devices. On all these specialties, the firm is involved in the drafting and filing of patents, but also in trademarks and all valuation issues.

**Team & differentiation:** The firm shines thanks to its academic excellence and its clear understanding of the issues related to the business development of its clients. Composed of doctors in biology and chemistry, the team has a strategic and economic vision which creates value through immaterial assets. Litigation and regulatory risks are never lost sight of when drafting patents.

### IXAS CONSEIL: STRATEGIC APPROACH TO IP



Martin Schmidt

Leader: Martin Schmidt  
Established: 1989

**Track record:** The firm assists, represents and advises over 200 clients in France and abroad, notably in Germany, the United States and in the United Arab Emirates. Highlights in the past twelve months include supporting a client in a patent application relating to technology transfer in China. Experts in patents, the firm are also very active in trademark matters.

**Team & differentiation:** Ixas Conseil pride themselves on providing peerless service, always taking care to give clients pragmatic and personalized advice. Martin Schmidt, also a Patentanwalt (industrial property counsel in Germany) attached to the DPMA (the German patent and trademark office) gives Ixas Conseil a strong foothold on the other side of the Rhine.

### HIRSCH & ASSOCIÉS: A STRIKE FORCE DEDICATED TO IP



Marc-Roger Hirsch

Leaders: Marc-Roger Hirsch and Christophe Andral  
Established: 1968

**Track record:** The firm assists and represents its clients in the intellectual property sector. Involved in portfolio management and litigation the team, specialists in mechanical and electronic issues, is also experienced in chemistry and life sciences and puts its expertise at the service of defending patents, trademarks and designs for a large clientele.

**Team & differentiation:** This year, Marc-Roger Hirsch is celebrating half a century working in the world of intellectual property, where he is one of the best-known and most highly regarded players. With a strong international presence, particularly in China, the firm is innovative in adapting and responding to the most complex issues.

### GPI & ASSOCIÉS: FULL SERVICE IP WITH INTERNATIONAL REACH



Hervé J-P. Grünig

Leader: Hervé J-P. Grünig and Laurent Pouillot  
Established: 2000

**Track record:** The firm advises clients from the aeronautical, publishing, engineering, IT and wine sectors in the management, strategy, filing and enhancement of their patents and trademarks. The team also handles disputes or litigation in all niches of intellectual property.

**Team & differentiation:** Long established in France, Spain and Germany, the firm is able to respond to international requests and represent its clients before local offices. The team also collaborates with lawyers who combine perfect technical understanding of the cases with judicial practice.

### CABINET TRIPOZ: HELPING YOUNG COMPANIES FLOURISH



Inès Tripoz

Leader: Inès Tripoz  
Established: 2009

**Track record:** Beyond their expertise in patent and trademark matters, the team, led by Inès Tripoz, has developed niche expertise representing companies in IP litigation. Specializing in chemistry, pharmaceuticals, biology and cosmetics, the firm provides comprehensive audits to better protect the strategic intangible assets of clients.

**Team & differentiation:** A law firm on a human scale, Cabinet Tripoz is a life-sciences expert that provides the same level of detailed and rapid service on each and every case taken. Based in the Confluence business district of Lyon, the firm's intellectual property experts are known for representing startups.



## TRADEMARK PROSECUTION

### France Best IP Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Beau de Lomenie</b>	Aurélia Marie
<b>Germain &amp; Maureau</b>	Bertrand Geoffray, Julien Fialletout, William Lobelson, Hugues Pouzet, Isabelle Hegedus
<b>Novagraaf</b>	Olivier Boland, Bérengère Egasse-Michaille, Anne-Catherine Schihin, Pierre de Boisse, Carole Roger
<b>Plasseraud</b>	Patrick Boyle, Isabelle Meunier-Coeur, Guylène Kiesel Le Cosquer, Bérénice Dejardins
<b>Regimbeau</b>	Evelyne Roux, Olivier Prats, Isabelle Thill, Martine Bloch-Weill, Marc Levieils
<b>Santarelli</b>	Éric Le Bihan, Hélène Le Cornu, Nathalie Rey, Sophie Marc
<b>Tmark</b>	François Deschamps, Valérie Dorey, Olivier Thierri, Nadine Royer, Nicolas Debaisieux
<b>EXCELLENT</b>	
<b>@Mark</b>	Christophe Degrave, Jean-Marie Algoud, Gilbert Piat
<b>Casalonga</b>	Axel Casalonga, Marie Pusel
<b>Dreyfus &amp; Associés</b>	Nathalie Dreyfus, Emmanuel Harrar
<b>Egyp</b>	Benjamin Fontaine, Virginie Zancan, Martine Dehaut, Christophe Pelèse, Nathalie Pacaud
<b>Inlex IP Expertise</b>	Franck Soutoul, Éric Schahl
<b>Lambert &amp; Associés</b>	Pascale Lambert, Stève Félix
<b>Lavoix</b>	Philippe Lods, David Millet, Béatrice Daubin
<b>Lynde &amp; Associés</b>	Stéphane Lynde, Jean-Michel Flu, Antoine Heckel
<b>Markplus International</b>	Hervé Grünig, Caroline Geffroy-Redon
<b>HIGHLY RECOMMENDED</b>	
<b>Ab Initio</b>	Annick Pairault
<b>Cabinet Netter</b>	Jean-Yves Plaçais, Gabriel de Kernier, Emilie Grangiens
<b>Camus Lebki</b>	Aurore Simon Druon, Olivier Camus, Alexandre Lebki
<b>Desbarres &amp; Staeffen</b>	Thierry Desbarres, Julien Delucenay, Véronique Staeffen
<b>Hirsch &amp; Associes</b>	Christophe Andral
<b>Inscripta</b>	Manuel Roche, Agnès Doyen
<b>Ipside</b>	Guillaume Mortreux
<b>Ipsilon</b>	Florence Briec-Le Goas, Valérie Godineau, Jean-Loup Laget, Marion Vidal-Lachaud
<b>LLR</b>	Gilles Escudier, Kristell Erout
<b>Partenaires PI</b>	Gaëlle Loinger-Benamran, Mélissa Cassanet, Malaurie Pantalacci
<b>Vidon</b>	Soazig Thémin, Patrice Vidon
<b>RECOMMENDED</b>	
<b>1 Aréopage</b>	Isabelle Poujade-Auriol, Florence Jalabert
<b>Argymark</b>	Céline Pires
<b>Boettcher</b>	Stéphane Lemaire
<b>Brandon IP</b>	Anne Lévy
<b>Brevalex</b>	Jean-Baptiste Duranton
<b>Cabinet Chaillot</b>	Geneviève Chaillot, Julie Desrois, Nicolas Dufay, Denis Chaillot
<b>Cabinet Degret</b>	Bruno Raibaut, Manuel Degret, Jacques Degret, Magali Clair-Mouly
<b>Cabinet Flechner</b>	David Bilquey
<b>Cabinet Gevers</b>	Ingrid Corviolle-Parent, Nathalie Rousset, Élisabeth Fossot, Marine Beacco
<b>Cormier Reiss &amp; Associés</b>	Françoise Cormier
<b>Cabinet Hautier</b>	Jean-Philippe Decobert, Nicolas Hautier
<b>Jacobacci &amp; Coralie-Harle</b>	Vincent Chauvin, Fabienne Orsini, Séverine Redon
<b>Nuss</b>	Jacques Vigneron, Michèle Dietrich-Schnell, Olivier Girard, Laurent Nuss, Marie Lüttge, Damien Quelier
<b>Strato Ip</b>	Sébastien Hautière, Amith Mudun
<b>Weinstein</b>	Dominique François, Christian Frick
<b>2 AtlantIP</b>	Axel Doucerain
<b>Avoxa</b>	Benoît Lebreton
<b>Brandstorming</b>	Valérie Dellinger
<b>Bringer IP</b>	Leonard Pirastru
<b>Cabinet Beaumont</b>	Laurent Thibon
<b>Cabinet Didier Martin</b>	Manon Laurent
<b>Cabinet Rito</b>	Stéphanie Rito
<b>Ixas Conseil</b>	Martin P. Schmidt, Vanessa Darbouret
<b>Jurispatent Cabinet Guiu</b>	Sandrine Guiu, Dorian Guiu, Claude Guiu
<b>Laurent &amp; Charras</b>	Julien Scicluna
<b>Legimark</b>	Anne-Karine Bogillot-Sawra, Belynda Chauvet, Dominique Richeux, Marcel Botton
<b>Lexando Caracteq</b>	Jérôme Ferrando
<b>Malemont</b>	Marc Chauchard, Philippe Picard
<b>Marks And Clerk</b>	Martine Adamoff
<b>Mottet &amp; Associés</b>	Pascale Mottet
<b>Pontet Allano</b>	Denis Baldensperger, Denis Lesire
<b>Sodema Conseils</b>	Lionel Lapeyre, Catherine Delaud
<b>Wilson &amp; Berthelot</b>	Frédéric Marlot





## Our analysis

### TMARK: LONG STANDING REPUTATION IN TRADEMARKS



François Deschamps

Leader: François Deschamps  
Established: 1993

**Track record:** Tmark actively protect clients' rights in all IP-related matters, both at national and international level. Well-balanced between administrative and contentious work, it has a strong focus on trademarks. Motorcycle helmet brand Ruby recently trusted the firm to defend its interests in a high-level litigation which spanned several countries. The city of Laguiole in France is one of numerous longstanding clients.

**Team & differentiation:** This 26-person firm puts its clients at the center, no matter their size or sector of activity, and strives to provide reactivity and fair billing. Proximity remains a primary condition for Tmark to build tailor-made relationships. Nicolas Debaisieux was promoted at the beginning of 2017, becoming the firm's fifth partner.

### IPSILO: DEDICATED, RESPONSIVE AND CAPABLE



Valérie Feray

Leader: Valérie Feray  
Established: 2001

**Track record:** Ipsilon is an IP boutique firm of highly qualified patent and trademark attorneys, specializing in filing, prosecution, maintenance and defense of all IP rights, including patents, trademarks, designs and domain names. The firm assists its clients at all stages of development in the protection of their innovations, creations and trademarks and advises them on their strategy.

**Team & differentiation:** Ipsilon is a true partner for clients, combining strategic know-how, legal and technical skills and quick adaptability in client-centered missions: from managing patents and trademarks to working out and implementing strategies. Their teams of experts in Europe and in the USA are determined to provide high value-added expertise.

### LAMBERT & ASSOCIÉS: GROWING CLIENTELE, EXPANSIVE NETWORK



Pascale Lambert

Leaders: Pascale Lambert and Stève Felix  
Established: 1985

**Track record:** Lambert & Associés notably assist French or international federations from the sports, luxury, fashion, e-commerce and pharmaceutical sectors with their trademark and patent strategies. Originally recognized for its expertise in trademark law, the firm often intervenes as counsel in pre-litigation and litigation phases.

**Team & differentiation:** When the IP rights of its clients have to be protected or litigated abroad, Lambert & Associés can count on its extensive network of experts on the ground. In France, in addition to the Paris office, there are offices in Le Mans and Perpignan. Recognized for his high-value advice, Stève Felix is co-president of the international relations commission of the CNCPI (French Patent and Trademark Attorneys Institute).

### PARTENAIRES PI: MARQUEE HIRE IN JEAN-CHARLES NICOLLET



Gaëlle Loinger-Benamran

Leaders: Gaëlle Loinger-Benamran, Mélissa Cassanet and Malaurie Pantalacci  
Established: 2006

**Track record:** Partenaires PI successfully advises, assists and represents its clients in obtaining, maintaining, defending and enhancing their industrial property rights in France and abroad. The firm recently conducted a complete portfolio valuation of a major company's intellectual property rights. It has also won many new clients this year, including a prestigious publishing house.

**Team & differentiation:** Partenaires PI directly assists and represent clients before INPI, WIPO and OHIM, and benefits from a privileged worldwide network of peers, lawyers, and engineers selected according to criteria of quality, reliability and responsiveness. The firm recently brought onboard Jean-Charles Nicollet, a highly regarded senior intellectual property counsel.

### INSCRIPTA: A PRIVILEGED PARTNER



Agnès Doyen

Leaders: Manuel Roche and Agnès Doyen  
Established: 2012

**Track record:** Inscripta has defended companies attacked for model counterfeiting and unfair competition in the field of waste storage and assisted a pharmaceutical company in its global trademark protection and filing strategy. It also recently brought a trademark invalidity action before the European Union Intellectual Property Office (EUIPO).

**Team & differentiation:** Inscripta acts on behalf of its clients in the exploitation, enhancement and defense of all their IP rights, with a patent litigation activity in constant growth. Thanks to its strong network of external experts, Inscripta is skilled in areas ranging from domain names and patents to financial valuations of intangible assets and is a privileged partner for clients.

### METHODOLOGY

#### The criteria are:

- Recognition & reputation of the firm in its market
- Team size: seniority, education & training level of partners, associates and counsel.
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

#### In the course of our research, we gather detailed information from diverse sources:

**Law firms:** through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

**Clients:** we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

**Qualified third-parties:** we collect the opinion of professionals who are neither clients nor competitors, such as: investment bankers, accountants, arbitrators, expert witnesses.

**Peer-review:** We ask lawyers for their feedback on their local market and who they recommend when facing a conflict of interest. We also collect their opinion on lawyers they have worked with in other jurisdictions.



## PATENT LITIGATION

## France Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>August Debouzy</b>	Grégoire Desrousseaux, François Pochart
<b>Bird &amp; Bird</b>	Anne-Charlotte Le Bihan, Yves Bizollon
<b>DTMV &amp; Associés</b>	Thierry Mollet-Viéville, Thomas Cuche, Pascal Lefort, Éléonore Gaspar
<b>Gide</b>	Emmanuel Larere, Arnaud Michel, Grégoire Triet, Raphaëlle Dequière-Portier
<b>Hoyng Rokh Monegier Véron Loyer &amp; Abello</b>	Sophie Micallef, Denis Monégier du Sorbier, Benoît Strowel, Sabine Agé, Amandine Métier, Florence Jacquand Michel Abello, Jean-Baptiste Thibaud
<b>EXCELLENT</b>	
<b>1 Allen &amp; Overy</b>	Laëtitia Bénard, Pierre Lenoir, David Por
<b>Bardehle Pagenberg</b>	Julien Fréneaux, Axel Munier, Dominique Dupuis-Latour
<b>Casalonga</b>	Caroline Casalonga, Arnaud Casalonga, Mariane Gabriel
<b>Cousin &amp; Associés</b>	Myriam Moatty, Pierre Cousin, Jean-Martin Chevalier, Sandrine Bouvier-Ravon
<b>De Gaulle Fleurance &amp; Associés</b>	Julien Horn, Jean-Marie Job, Francine Le Péchon-Joubert, Cécile Théard-Jallu, Louis de Gaulle, Georgie Courtois
<b>De Marcellus &amp; Disser</b>	Emmanuel de Marcellus, Juliette Disser
<b>Dentons</b>	Marianne Schaffner, David Masson, Isabelle Leroux
<b>Jones Day</b>	Thomas Bouvet, Emmanuel Baud
<b>Linklaters</b>	Pauline Debré, Jean-François Merdrignac
<b>Pinsent Masons</b>	Emmanuel Gougé
<b>Simmon &amp; Simmons</b>	Marina Cousté, François Jonquères, Romain Viret
<b>2 Altana</b>	Armand Aviges, Franck Valentin
<b>Amar Goussu Staub</b>	Cyrille Amar, Grégoire Goussu, Antonin Staub, Anne-Lyne Roche
<b>Armengaud Guerlain</b>	Stéphane Guerlain, Catherine Mateu
<b>Armfelt</b>	Patricia Ghozland
<b>Candé Blanchard Ducamp</b>	Julien Blanchard, Patrice de Candé, Claire Ducamp
<b>Dechert</b>	Marie Fillon
<b>Guillot de Haas Avocats</b>	Jean-François Guillot, Charles de Haas
<b>Hogan Lovells</b>	Stanislas Roux-Vaillard
<b>J.P. Karsenty &amp; Associés</b>	Martine Karsenty-Ricard, Béatrice Moreau-Margotin, Jean-Philippe Arroyo
<b>Schertenleib Avocats</b>	Denis Schertenleib
<b>Szleper Henry Avocats</b>	Dariusz Szleper, Guillaume Henry
<b>HIGHLY RECOMMENDED</b>	
<b>Aramis</b>	Benjamin May
<b>Benech</b>	Alexandre Jacquet, Frédéric Benech, Virginie Lehoux
<b>Clery Avocats</b>	Alain Cléry
<b>Cornet Vincent Ségurel</b>	François Herpe, Jérôme Wiehn, Florent Lucas, Thomas Deschryver
<b>Damien Régnier</b>	Damien Régnier
<b>Deprez Guignot Associés - DDG</b>	Pierre Deprez, Frédéric Dumont
<b>DLA Piper</b>	Karine Disdier-Mikus
<b>Escande Avocat</b>	Michel-Paul Escande, Pierre Vivant
<b>Fidal</b>	Laurence Dreyfuss-Bechmann, Isabelle Gavanon, Bastien Masson, Frédéric Bourquet
<b>Ipside</b>	Gwendal Barbaut
<b>Laude Esquier Champey</b>	Sophie Havard Duclou
<b>Lazareff Le Bars</b>	Simon Christiaën
<b>Legrand Lesage-Catel Gaultier</b>	Olivier Legrand, Michèle Lesage-Catel, Stéphanie Legrand, Philippe Gaultier
<b>Le Stanc Avocats</b>	Christian Le Stanc
<b>Lexington</b>	Laurent Lévy, Damien Remy
<b>Osborne Clarke</b>	Xavier Pican
<b>STC Partners</b>	Jean-Christophe Guérini
<b>RECOMMENDED</b>	
<b>Adamas</b>	Barbara Bertholet, Jean-Marie Tocchio
<b>Arenaire</b>	Pierre Massot, Thibault Lentini
<b>BCTG</b>	Gaëlle Blorete-Pucci
<b>Benoliel Avocats</b>	Sylvie Benoliel
<b>BMH Avocats</b>	Martin Hauser
<b>Derriennic Associés</b>	François-Pierre Lani, Pierre-Yves Margnoux
<b>Eversheds Sutherland</b>	Gaëtan Cordier
<b>Foley Hoag</b>	Catherine Muyl
<b>Guilbot Avocats</b>	Florent Guilbot
<b>Hirsch &amp; Associes</b>	Marc-Roger Hirsch
<b>Hoffman</b>	Serge Hoffman, Pierre Hoffman, Emmanuelle Hoffman, Ingrid Zafrani
<b>Hollier Larousse &amp; Associés</b>	Christian Hollier-Larousse, Annette Sion
<b>Hughes Hubbard &amp; Reed</b>	Stefan Naumann
<b>Jacobacci Avocats</b>	Jean-Mathieu Bertho
<b>Jeantet</b>	Frédéric Sardain
<b>Kern &amp; Weyl</b>	Tania Kern, Claire Weyl
<b>Lamoureux Avocats</b>	Gérard-Gabriel Lamoureux
<b>Lavoix</b>	Camille Pecnard
<b>Lerins &amp; BCW</b>	Cécile Dupas
<b>Nataf Fajgenbaum &amp; Associés</b>	Fabienne Fajgenbaum
<b>Oris</b>	Jérôme Tassi
<b>Passa Varet</b>	Jérôme Passa
<b>Promark</b>	Elisabeth Berthet
<b>Ten Avocats</b>	Alexis Baudouin
<b>Watson Farley &amp; Williams</b>	Pascal Roux



## Our analysis

### HOYNG ROKH MONEGIER VÉRON: AT THE CONFLUENCE OF LAW AND TECHNOLOGY



Sabine Agé

Leaders: Sophie Micallef, Denis Monégier du Sorbier, Benoît Strowel, Sabine Agé, Amandine Métier and Florence Jacquand  
Established: 2001

**Track record:** Véron & Associés, which focuses exclusively on patent litigation, has recently merged with Hoyng Rokh Monegier. Together, they will form an eminent team in intellectual property. The firm recently distinguished itself in a technical and ethical case concerning Gilead's HIV medication, whose proprietary rights were about to expire and were coveted by generic brands.

**Team & differentiation:** The team creates animation and film to make the scientific intricacies of the patents it is defending as accessible as possible for those in the courtroom. In addition, the presence of a scientific advisor, a former physics and chemistry professor, also contributes to a better understanding of their technical properties.

### BIRD & BIRD: SKILLS ADAPTED TO ALL IP ISSUES



Anne-Charlotte Le Bihan

Leaders: Anne-Charlotte Le Bihan, Yves Bizollon and Géraldine Arbant  
Established: 2000

**Track record:** Beyond the strategic litigation on which Bird & Bird's intellectual property team is positioned, the filing and management of trademark portfolios as well as the enhancement of patents are major activities for the firm. At the service of major groups in the food industry, technologies or pharmaceuticals, but also SMEs and ETIs, these lawyers bring their unique experience to bear.

**Team & differentiation:** Split between Paris and Lyon, this IP department is one of the most extensive on the market. Proven representing a leader in digital video technologies, the team is able to conceive and lead offensive litigation strategies to generate significant revenue for clients. Whether intervening for plaintiff or defendant, the formidable intellectual ability of these specialists is a major asset for clients.

### BARDEHLE PAGENBERG: MARRIAGE OF LAW AND TECHNOLOGY IN THE SERVICE OF IP



Julien Fréneau

Leader: Julien Fréneau  
Established: 1992

**Track record:** Bardehle Pagenberg supports large companies such as H&M, BMW and the French telecoms operator Free. The firm acts on all legal services in industrial property and litigation, and advises its clients on patent litigation as well as trademark, design and model issues. Also active in the electronics, telecom, mechanical and pharmaceutical sectors.

**Team & differentiation:** The team has strengthened of late with a new partner and a new associate to better cover the entire IP spectrum. It recently moved into a much larger office to take advantage of its ambition and dynamism. This year, Bardehle Pagenberg also celebrates 40 years of activity in Germany, and 25 years of its French office.

### LINKLATERS: HIGH TECHNICALITY NOURISHED BY A WORLDWIDE NETWORK



Pauline Debré

Leader: Pauline Debré  
Established: 1973

**Track record:** The team is a reference point in French and Parisian patent litigation. Accompanying giants in the pharmaceutical sector, the firm also has highlights in trademark law, notably alongside the Merck laboratory. In personal data, these lawyers help major accounts and mid-cap companies to successfully comply with new European regulation in this area.

**Team & differentiation:** Pauline Debré, President of the patent commission of the International Association for the Protection of Intellectual Property (AIPPI), benefits from excellent knowledge of case law and awareness of key trends in the sector, while Sonia Cissé is a specialist in IT contracts and audits of site and mobile applications and oversees the new technologies law practice.

### LOYER & ABELLO: PAIRING LEGAL AND SCIENTIFIC EXPERTISE



Michel Abello

Leader: Michel Abello  
Established: 2003

**Track record:** The firm provides advice on patent and trademark registration and litigation for clients drawn in the main from the energy, telecoms, engineering and pharmaceutical sectors. Among their many recent highlights was securing the annulment of four distinct patents on behalf of Swiss group Felco in a case taken against rival French firm Pellenc.

**Team & differentiation:** Led by Michel Abello, a graduate of Paris' prestigious Ecole Centrale and a former ICC lawyer, the team aligns legal and technical expertise, insisting its lawyers and technicians working in synergy. Staff collaborate on cases, whether a patent or a trademark matter, in harmony with members of a network of independent European lawyers, which the firm established.

### AMAR GOUSSU SSTAUB: IN DEPTH EXPERTISE IN FRAND TERMS



Cyrille Amar

Leader: Cyrille Amar  
Established: 2017

**Track record:** Amar Goussu Staub is well-known for its litigation practice in patent, trademark, design, software, copyright law, and is increasingly active counseling in the cybersecurity, telecoms and software licenses domains. The firm also provides in-depth expertise in FRAND terms, and recently pleaded before the Paris District Court in the context of an action for infringement of a European patent.

**Team & differentiation:** Cyrille Amar and his teams work with French and foreign clients, including major international groups, in cases where the stakes are often strategic and cross-border. With a head office in Paris, the firm also benefits from a desk in Lyon and a qualified network of experts around the globe.



## TRADEMARK LITIGATION

## France Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> Armengaud Guerlain	Stéphane Guerlain, Catherine Mateu
Bird & Bird	Géraldine Arbant, Anne-Charlotte Le Bihan, Yves Bizollon
Dentons	David Masson, Isabelle Leroux, Marianne Schaffner
Deprez Guignot Associés - DDG	Pierre Deprez, Vincent Fauchoux, Frédéric Dumont, Jean-Michel Bruguière
DTMV & Associés	Pascal Lefort, Thierry Mollet-Viéville, Eléonore Gaspar, Thomas Cuche
Escande Avocat	Michel-Paul Escande, Ghyslaine Rajot, Diane de Valbray, Pierre Vivant, Benjamin Fabre
<b>2</b> Candé Blanchard Ducamp	Patrice de Candé, Julien Blanchard, Claire Ducamp
Cousin & Associés	Myriam Moatty, Pierre Cousin, Sandrine Bouvier-Ravon, Jean-Martin Chevalier
De Gaulle Fleurance & Associés	J. Horn, F. Le Péchon-Joubert, S. Lederman, C.-E. Renault, L. de Gaulle, G. Courtois, R. Killy, S.a Strittmatter
Gide	Emmanuel Larere, Arnaud Michel, Grégoire Triet, Raphaëlle Dequiré-Portier
Hogan Lovells	Marie-Aimée de Dampierre, David Taylor
Hoyng Rokh Monegier Véron	Marie Georges-Picot, Sophie Micallef, Denis Monégier du Sorbier
Laude Esquier Champey	Sophie Havard Duclos
Nataf Fajgenbaum & Associés	Fabienne Fajgenbaum
<b>EXCELLENT</b>	
<b>1</b> BCTG Avocats	Gaëlle Boret-Pucci
Bouchara	Vanessa Bouchara
Casalonga	Arnaud Casalonga, Karina Dimidjan-Lecomte, Caroline Casalonga, Marianne Gabriel
Clery Avocats	Alain Cléry, Coralie Devarnay
De Marcellus & Disser	Juliette Disser, Emmanuel de Marcellus
Herbert Smith Freehills	Alexandra Neri
Hoffman	Serge Hoffman, Pierre Hoffman, Emmanuelle Hoffman, Ingrid Zafrani
J.P. Karsenty & Associés	Martine Karsenty-Ricard, Béatrice Moreau-Margotin, Jean-Philippe Arroyo
Jones Day	Emmanuel Baud, Thomas Bouvet
Legrand Lesage-Catel Gaultier	Stéphanie Legrand, Philippe Gaultier, Olivier Legrand, Michèle Lesage-Catel
Linklaters	Pauline Debré, Jean-François Merdrignac
Marchais & Associés	Guillaume Marchais, Emmanuelle Limouzy
<b>2</b> Altana	Frank Valentin, Armand Aviges, Pierre Lubet
Anne Lakits-Josse	Anne Lakits-Josse
Antoine-Lalance Avocats	Muriel Antoine-Lalance
Arenaire	Pierre Massot, Thibault Lentini-Moniot
August Debouzy	Véronique Dahan
Bardehle Pagenberg	Julien Fréneaux, Rebecca Delorey, Axel Munier
Benoliel Avocats	Sylvie Benoliel-Claux
DLA Piper	Karine Disdier-Mikus
DS Avocats	Clothilde Delbecq, Bertrand Potot, Catherine Verneret
Gilbey Legal	Richard Gilbey, Jehan-Philippe Jacquy, Joanne Quirin
Greffe	Pierre Greffe, François Greffe
Guillot de Haas Avocats	Jean-François Guillot, Charles de Haas
Hertslet Wolfer & Heintz - HW&H	Christophe Chapoullié
Hirsch & Associés	Marc-Roger Hirsch, Jean-Marc Lefrançois
Jacobacci Avocats	Jean-Mathieu Bertho, Olympe Vanner
Le Stanc Avocats	Christian Le Stanc
Lexington	Laurent Lévy
Loyer & Abello	Michel Abello, Delphine Rudloff, Marie Liens
Passa Varet	Jérôme Passa, Vincent Varet
Scan Avocats	Sandra Cabanne, Alexandre Nappey
Simmons & Simmons	Marina Cousté, Romain Viret, Sarah Bailey, Alexandre Regniault, Frédéric Potin
Schmidt Brunet Litzler	Delphine Brunet-Stoclet
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> Alain Bensoussan Avocats	Virginie Brunot, Laurence Tellier-Loniewski, Anne-Sophie Cantreau, Claudine Salomon
Benech	Alexandre Jacquet, Frédéric Benech, Virginie Lehoux
Bertrand & Associés	André Bertrand
BMH Avocats	Martin Hauser
Christophe Caron	Christophe Caron, Clotilde Fouquet
Cornet Vincent Ségurel	François Herpe, Jérôme Wiehn, Florent Lucas, Thomas Deschryver
Damien Régnier	Damien Régnier
DBK Avocats	Thomas Debiesse, Christian Kim, Jérôme Buscaïl
Dechert	Marie Fillon
De Pardieu Brocas Maffei	Barbara Levy
Fidal	Laurence Dreyfuss-Bechmann, Isabelle Gavanon, Bastien Masson, Philippe Boutron, Philippe Debry, Géraldine Michel
Fieldfisher	Franck Veisse, Nathalie Hadjadj-Cazier, Bruno Ducoulombier
Foley Hoag	Catherine Muyl
FTP Avocats	Antoine Gautier-Sauvagnac, Philippe Pochet, Fabrice Lorvo, Boriana Guimberteau
Guillemin Flichy	Alexis Guillemin
Harlay Avocats	Fabrice Perbost, Sabine Lipovetsky, Dominique Mallo-Saint-Jalmes
Hollier Larousse & Associés	Christian Hollier-Larousse, Annette Sion
Jacob Avocats	Julie Jacob
Kern & Weyl	Tania Kern, Claire Weyl
Lazareff Le Bars	Simon Christiaën
Mandel Pariente Associés	Lauren Pariente, Isabelle Marcus Mandel
Noésis Avocats	Marie Fabregat, Caroline Hiltgen-Lebouvier

Nomos	Hélène Delabarre, Eric Lauvaux
Osborne Clarke	Claire Bouchenard, Béatrice Delmas-Linel
Promark	Bénédicte Devevey, Elisabeth Berthet-Maillois, Alain Berthet
Szleper Henry Avocats	Dariusz Szleper, Guillaume Henry
Taylor Wessing	Marc Schuler
Valérie Perrichon Avocats	Valérie Perrichon
<b>2 @Mark</b>	Charles-Antoine Joly, Christophe Degrave, Jean-Marie Algoud, Gilbert Piat
Allen & Overy	Laëtitia Bénard
Amar Goussu Staub	Cyrille Amar, Grégoire Goussu
Artemont	Philippe Clément, Farid Bouguettaya
Atipic Avocats	David-Irving Tayer
Atlas & Boksenbaum Avocats	Alexandra Atlas-Elhaik, Nathalie Boksenbaum
Baker McKenzie	Virginie Ulmann
Bersay Associés	Emmanuel Schulte
Brunswick Société d'Avocats	Nicolas Moreau
Carbonnier Lamaze Rasle & Associés	Michel Rasle
CBR & Associés	Alain Barsikian, Judith Vuillez, Michael Majster
Christel Mateljan Delafaye	Christel Mateljan Delafaye
Clairmont Avocats	Laurent Barissat
Coblence & Associés	Mélanie Erber
Courtois Lebel	Cédric Frenel
Danièle Véret Cabinet d'avocats	Nicolas Moreau
De Baecque Avocats	Olivier de Baecque
Delsol Avocats	Stéphane Perrin
Derriennic Associés	Pierre-Yves Margnoux, François-Pierre Lani, Georges Jenselme
EdV Avocat	Emilie de Vaucresson
Elkrief Avocat	Danielle Elkrief
Eversheds Sutherland	Gaëtan Cordier
Feral-Schuhl Sainte-Marie	Richard Willemant
Godin Associés	Nicolas Godefroy
Granrut Avocats	Richard Milchior
Haas Avocats	Gérard Haas
Hughes Hubbard & Reed	Stefan Naumann
Ipside	Gwendal Barbaut
ISGE & Associés	François Illouz
Lamoureux Avocats	Gérard-Gabriel Lamoureux
Lext Avocats	Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion
Osiose Avocats	Alexis Vichnievsky, Antoine Gendreau, Alexandra Le Corroncq
PDGB Avocats	Benjamin Jacob
Pinsent Masons	Diane Mullenex, Emmanuel Gougé
Plasseraud Avocats	Gilles Ringeisen
Rossi Bordes & Associés	Juliette Bertrand
STC Partners	Jean-Christophe Guerrini
Vatier & Associés	Pascal Lê Dai
Vivien & Associés	Stéphane Colombet
Watrin Brault Associés	Nicolas Brault, Florence Watrin

## RECOMMENDED

<b>1 Armelle Furlon</b>	Armelle Furlon
Atem Avocats	Isabelle Camus
Bismuth Société d'avocats	Yves Bismuth, Mathieu Martin
Buisson Avocats	Aurélie Buisson
Charlotte Baldassari	Charlotte Baldassari
Cohen & Gresser	Guillaume Seligmann
Demoly Avocats	Pascale Demoly
H2O Avocats	Nicolas Herzog
Hoche Société d'avocats	Régis Carral, Patrick Amouzou
Lavoix	Camille Pecnard
Lexington Law	Laurent Lévy
LMT Avocats	Olivier Samyn, Christophe Héry
Oria Media	Mathieu Davy
Racine	Valérie Ledoux, Frédéric Chapu
UGGC Avocats	Elisabeth Logeais
Ydès Avocats	Cyril Fabre
<b>2 Alter Via Avocats</b>	Amélie Capon, Raphaël Rault
BBLM	Myriam Angelier
Bessis Avocats	Philippe Bessis
Blum Legal	Marina Blum
BRM Avocats	Martine Ricouart-Maillet, Nicole Bondois
Cabinet d'Avocats Mathias	Garance Mathias
Crossen & Borowsky	Sophie Borowsky
Fusco-Vigné	Ariane Fusco-Vigné
Gomis & Lacker	Guillaume Gomis, Julien Lacker
ITLAW Avocats	Claudia Weber
Jeantet	Frédéric Sardain
Khalvadjian Avocats	Boris Khalvadjian
La Motte Rouge Avocat	Henri de la Motte Rouge
Mathieu Berguig	Mathieu Berguig
Oris Avocats	Jérôme Tassi
Pons & Carrère	Frédérique Pons
Reinhart Marville Torre	Marc Susini
Soskin Avocats	Ilana Soskin
Stehlin & Associés	Frédéric Lecomte
Twelve	Claire de Chassey
Wize Avocats	Jean-Baptiste Benvenuti



Our analysis

**ESCANDE:**  
**EXPERIENCE IN THE SERVICE OF EXCELLENCE**



Michel-Paul Escande

Leader: Michel-Paul Escande  
Established: 1971

**Track record:** The firm notably assists clientele in the luxury, automotive, agri-food, insurance and publishing sectors, in their trademark and design matters. Escande is also very active in patent litigation, patronymic names and parasitism cases. A well-known automotive manufacturer and a world-famous wine appellation are just a couple of the long-standing clients the firm has.

**Team & differentiation:** The expertise of Ghyslaine Rajot, former director of the trademark division at France's National Institute of Industrial Property (INPI), allows the firm to autonomously handle both national and international portfolios. The firm has a solid practice in arbitration and mediation, and partners with a firm in Brussels.

**CANDÉ BLANCHARD DUCAMP:**  
**RELENTLESS IN THE FIGHT AGAINST COUNTERFEITING**



Patrice de Candé

Leader: Patrice de Candé  
Established: 2002

**Track record:** Candé Blanchard Ducamp continues to defend intellectual property rights-holders in major litigations, in designs and models, but also in trademarks and patents. The team's advisory activity is growing, particularly during pre-litigation negotiations or the drafting of key contracts. Expert in the luxury sector, the firm also intervenes for distribution or IT players.

**Team & differentiation:** High-flying French outfit with reasonable fees, the firm has built bonds of confidence with the customs and some judicial services qualified to protect intellectual property rights. Patrice de Candé is a leading light in design law, as his considerable literary and scientific production on the subject year after year proves.

**DE GAULLE FLEURANCE & ASSOCIÉS:**  
**ASSISTING COMPANIES DEPLOY CUTTING EDGE TECH**



Louis de Gaulle

Leader: Louis de Gaulle  
Established: 2001

**Track record:** Specialists in intellectual property in some of the most advanced sectors of modern technology, the firm takes care of the needs of prestigious clients, including Microsoft, Alstom, and French TV station TF1, in litigation and in the negotiation of contracts. The firm's sizeable team advise top-drawer clientele on their data management, cybersecurity and trademark prosecution matters.

**Team & differentiation:** Because of their first-hand business experience, the firm's lawyers implicitly understand the needs of clients and can anticipate where they may have problems. Contributors to the public dialogue with representative bodies such France's national digital council and France IA working group, the firm is able to stay ahead of the curve in order to give clients the best possible representation in high stakes situations.

**SCAN AVOCATS:**  
**INNOVATION IN THE DEFENSE OF INTANGIBLE ASSETS**



Sandra Cabanne

Leaders: Sandra Cabanne and Alexandre Nappey  
Established: 2017

**Track record:** In sectors like luxury, insurance, transportation, agri-food and real estate, the team adapts to the issues of its clientele, made up of major accounts, SMEs and startups. This IP boutique handles trademark portfolio management, pre-litigation, contract negotiation and litigation before civil and criminal courts.

**Team & differentiation:** Already partners in their previous firm, Sandra Cabanne and Alexandre Nappey decided to establish one of their own in 2017 to give substance to their shared vision of the profession, beyond the conventional. Technical excellence is a prerequisite for these professionals who are as transparent as they are available to clients. Satellite offices in Bordeaux and Strasbourg provide the firm with a local base.

**GILBEY LEGAL:**  
**MULTI-SECTOR SPECIALIZATION**



Richard Gilbey

Leader: Richard Gilbey  
Established: 1992

**Track record:** Gilbey Legal works with French and foreign clients, including SMEs and multinational companies in the pharmaceutical, tobacco, alcohol, telecommunication, agri-food, cosmetics, ready-to-wear and luxury sectors. Its portfolio also includes a growing number of notable players in social networks, and a global online apartment rental company.

**Team & differentiation:** The firm is well-known for providing the full spectrum of trademark, design, copyright, unfair competition and domain name services with a high level of quality at reasonable cost. With three partners, one counsel and one associate, the boutique draws on the experience of its founder Richard Gilbey, a regularly speaker at INTA and PTMG and a teacher at the CEIPI (Strasbourg, France).

**BISMUTH:**  
**TOP-NOTCH EXPERTISE**



Yves Bismuth

Leaders: Yves Bismuth and Mathieu Martin  
Established: 1971

**Track record:** Bismuth has top-notch expertise in IP, IT and telecommunications matter with a high level of efficiency in negotiating and drafting internet-related contracts for private and public entities. It has successfully led a patent related mediation before the CMAP (Paris mediation & arbitration center) and recently assisted a client in its trademark opposition against a well-known legal solutions publisher.

**Team & differentiation:** In existence for over 40 years, Bismuth can count on the abilities and complementarity of its lawyers to guarantee excellent results at national, European and global level. The firm's international reach is secure thanks to partnerships all around the world: in the US, Africa, Europe and Asia.



## Our analysis

### LAUDE ESQUIER CHAMPEY: ARMED WITH TECHNICAL EXPERTISE AND HIGH STANDARDS



Sophie Havard Duclos

Leader: Sophie Havard  
Duclos  
Established: 2008

**Track record:** Whether it be for renowned energy companies, mobile application giants or spirits groups, the firm is creative in handling disputes with high trademark stakes. In consulting, it distinguishes itself in the negotiation of contracts relating to intellectual property rights. In the field of new technologies, the firm's lawyers deal with questions of hosting liability or defamation.

**Team & differentiation:** Thanks to a secure cloud hosted on an internal server, each of the firm's clients benefit from permanent access to their files. Sophie Havard Duclos, very active within the international French-speaking association Apram, constantly sharpens her knowledge of French and European law to better serve her clients. With her human-size team, she oversees all matters handled by the firm.

### VALÉRIE PERRICHON AVOCATS: GLOBAL VISION OF THE IP SPECTRUM



Valérie Perrichon

Leader: Valérie Perrichon  
Established: 1992

**Track record:** Valérie Perrichon Avocats advises important international and French groups, including a growing number of American companies. Nestlé, HOM and Parrot are longstanding clients of the firm. The boutique stood out advising a client specialized in agri-food during a complex trademark litigation, also when successfully dealing with a copyright file for a client in the luxury sector.

**Team & differentiation:** The team represents clients at every stage of the protection of their IP rights, with a strong proficiency in trademark and design. This year has been of strategic importance for Valérie Perrichon Avocats, which teamed up with the lawyers, engineers and consultants of Alatis.

### MARCHAIS & ASSOCIÉS: HYBRID FIRM DEDICATED TO IP



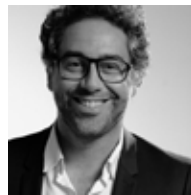
Guillaume Marchais

Leader: Guillaume Marchais  
Established: 2001

**Track record:** Made up of former counsel in industrial property, this human-scale firm is as skilled in matters of trademark registration and portfolio management as it is in litigation. The arrival of Philippe Martini-Berthon as partner has boosted the development of activities of the firm in the areas of pharma, fashion and wine sectors. The firm has also strengthened in terms of patents and domain names.

**Team & differentiation:** Providing advice and litigation expertise, the firm's lawyers actively develop their versatility. A true IP boutique, it maintains close relationships with clients by going into intricate detail when making strategic decisions. An expert in wine law, Guillaume Marchais has made a name for himself in the world of viticulture.

### EBL LEXINGTON: SUCCESS AS A CREDO



Laurent Lévy

Leader: Laurent Lévy  
Established: 2012

**Track record:** EBL Lexington IP firm is recognized for its expertise in the field of trademark, domain names and particularly for its strong focus on anti-counterfeiting legal issues. Supporting its French and international clients, which include big names in the sport, media, luxury and technology industry, but also dynamic startups, the team provide a tailor-made advice both as counsel and litigators.

**Team & differentiation:** Combining distribution and intellectual property law, founding partner Laurent Lévy, dispenses unique advice throughout all stages of a client's development. Laurent is an active member of INTA and APRAM, the French association of trademark and design law practitioners. The firm is part of the Warwick Legal Network with a presence in 29 countries covering Europe, India, the USA, Brazil and Argentina.



## METHODOLOGY

### Criteria:

- Recognition & reputation of the firm in its market
- Team Size: seniority, education & training level of partners, associates and counsel
- Volume, nature and quality of the cases handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

### In the course of our research, we gather detailed information from diverse sources:

**Law firms:** through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

**Clients:** we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

**Qualified third-parties:** we collect the opinion of professionals who are neither clients nor competitors, such as: Innovation consultants, Venture Capital funds, Academics, IP Valuation Firms, etc.



## DATA PROTECTION

## France Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Alain Bensoussan Avocats</b>	Alain Bensoussan
<b>August Debouzy</b>	Florence Chafiol
<b>Baker McKenzie</b>	Yann Padova, Christian Blomet, Laurent Szuskin, Rémy Bricard, Nathalie Marchand, Magalie Dansac Le Clerc
<b>Bird &amp; Bird</b>	Ariane Mole, Merav Griguer
<b>DLA Piper</b>	Denise Lebeau-Marianna
<b>Hogan Lovells</b>	David Taylor, Winston Maxwell
<b>Staub &amp; Associés</b>	Sylvain Staub, Thomas Beaugrand, Dominique Isel, Antoine Gravereaux
<b>EXCELLENT</b>	
<b>De Gaulle Fleurance &amp; Associés</b>	Jean-Marie Job, Louis de Gaulle, Georgie Courtois, Cécile Théard, Jean-François Vilotte
<b>Derriennic Associés</b>	François-Pierre Lani, Alexandre Fievée, Aude Gérard
<b>DS Avocats</b>	Bertrand Potot
<b>EY Société D'Avocats</b>	Fabrice Naftalski, Sophie Revol
<b>Feral-Schuhl Sainte-Marie</b>	Christiane Féral-Schuhl, Étienne Papin
<b>Haas Avocats</b>	Gérard Haas
<b>Harlay Avocats</b>	Fabrice Perbost, Sabine Lipovetsky
<b>K&amp;L Gates</b>	Étienne Drouard
<b>Latham &amp; Watkins</b>	Myria Saarinen
<b>Osborne Clarke</b>	Claire Bouchenard, Béatrice Delmas-Linel, Lise Breteau, Xavier Pican
<b>PDGB Avocats</b>	Hélène Lebon
<b>HIGHLY RECOMMENDED</b>	
<b>1 Adsto</b>	Claire Bernier
<b>Atalex</b>	Arnaud Tessalonikos
<b>ATIPIIC Avocat</b>	David-Irving Tayer, François Coupez
<b>Beslay + Avocats</b>	Nathalie Beslay
<b>BRM Avocats</b>	Martine Ricouart-Maillet
<b>CaAvocat</b>	Laurent Caron
<b>Caprioli &amp; Associés</b>	Eric Caprioli
<b>Courtois Lebel</b>	Cédric Frenel
<b>Delsol Avocats</b>	Jeanne Bossi-Malafosse
<b>Desmarais Avocats</b>	Pierre Desmarais
<b>Fieldfisher</b>	Christopher Mesnooh, Bruno Ducoulombier
<b>Franklin</b>	Bradley Joslove
<b>Gide</b>	Thierry Dor
<b>Herbert Smith Freehills</b>	Alexandra Neri
<b>Hoche Société d'avocats</b>	Régis Carral, Patrick Amouzou
<b>Idea Avocats</b>	Julie Ruelle, Nathalie Métallinos
<b>LLC &amp; Associés</b>	Jérôme Lefort, Romain Waïss-Moreau
<b>Linklaters</b>	Pauline Debré, Sonia Cissé
<b>Nomos</b>	Hélène Delabarre
<b>Pinsent Masons</b>	Annabelle Richard, Emmanuel Gougé
<b>Racine</b>	Éric Barbry
<b>Scan Avocats</b>	Sandra Cabanne, Alexandre Nappey
<b>Stehlin &amp; Associés</b>	Frédéric Lecomte
<b>Taylor Wessing</b>	Philippe Glaser, Valérie Aumage, Marc Schuler
<b>Virtualegis</b>	Pascal Alix
<b>2 Altana</b>	Pierre Lubet, Frank Valentin
<b>Aurore Legal</b>	Sabine Marcellin
<b>BCTG Avocats</b>	Gaëlle Boret-Pucci, François-Xavier Boulin
<b>Bersay Associés</b>	Emmanuel Schulte
<b>Brunswick Société d'Avocats</b>	Nicolas Moreau
<b>Coblence &amp; Associés</b>	Mélanie Erber, Jean-Marc Coblence
<b>Cohen &amp; Gresser</b>	Guillaume Seligman
<b>Cornet Vincent Ségurel</b>	François Herpe, Jérôme Wiehn, Florent Lucas, Thomas Deschryver
<b>Dentons</b>	David Masson
<b>Deprez Guignot Associés - DDG</b>	Pierre Deprez, Vincent Fauchoux, Frédéric Dumont
<b>EdV Avocats</b>	Emilie de Vaucresson
<b>Eversheds Sutherland</b>	Gaëtan Cordier
<b>Fidal</b>	Isabelle Gavanon, Philippe Debry
<b>Foley Hoag</b>	Catherine Muyl
<b>Gibson Dunn</b>	Ahmed Baladi, Emmanuelle Bartoli
<b>Gilles Vercken Et Avocats</b>	Gilles Vercken, Florence Gaulier
<b>Guillemin Flichy</b>	Alexis Guillemin
<b>Isabelle Renard Avocat</b>	Isabelle Renard
<b>ITLAW Avocats</b>	Claudia Weber
<b>J.P. Karsenty &amp; Associés</b>	Jean-Philippe Arroyo
<b>Latournerie Wolfrom Avocats</b>	Marie-Hélène Tonnelier



Lawways	Gilles Rouvier
Norton Rose Fulbright	Nadège Martin
Osmose Avocats	Mélanie Comert, Antoine Gendreau, Alexandra Le Corronq, Alexis Vichnievsky
SEA Avocats	Hervé Gabadou
Simmons & Simmons	Christophe Fichet
Ulys	Étienne Wery
Ydès Avocats	Cyril Fabre
<b>RECOMMENDED</b>	
@Mark	Charles-Antoine Joly
Alerion	Corinne Thierache, Frédéric Saffroy
Alter Via Avocats	Amélie Capon, Raphaël Rault
Armelle Furlon	Armelle Furlon
Artemont	Farid Bouguettaya
Atem Avocats	Isabelle Camus
ATM Avocats	André Meillassoux
Bamboo&Bees	Marc Lipskier
Bardhele Pagenberg	Marc-Antoine Ledieu
BBLM	Daria Sauer, Myriam Angelier
Bignon Lebray	Benjamin Mourot, Elise Dufour
Blum Legal	Marina Blum
Cabinet Mathias	Garance Mathias
Cabinet Verly	Nicolas Verly
CMG & Associés	Paraskevi Georganta, Stéphane Coulaux
CMS Bureau Francis Lefebvre	Anne-Laure Villedieu
Courtier Avocats	Nicolas Courtier
Crossen & Borowsky	Sophie Borowsky
De Pardieu Brocas Maffei	Barbara Levy
DWF	Anne-Sylvie Vassenaix-Paxton
Fiducial by Lamy	Jean-Baptiste Chaniel
FTP Avocats	Philippe Pochet
Gomis & Lacker	Guillaume Gomis, Julien Lacker
Granrut Avocats	Richard Milchior, Anne Cousin
Guilloux Avocats	Jean-Marie Guilloux
H2O Avocats	Nicolas Herzog
Hayat Avocats	Olivier Hayat
HMV Avocats	Anne Messas
Houdart & Associés	Benoît Louvet
ISGE & Associés	François Illouz
Iteanu	Olivier Iteanu
Jacob Avocats	Julie Jacob
Jacobacci Avocats	Olympe Vanner
Jeantet	Frédéric Sardain
Laude Esquier Champey	Sophie Havard Duclos
Ledieu avocats	Marc-Antoine Ledieu
Lerins & BCW	Mathilde Croze, Cécile Dupas
Lext Avocats	Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion
Lieserlaw	Stéphane Lieser
Lorang Avocats	Yann Lorang
Luzi Avocats	Olivia Luzi
Marrache Avocat	Élisabeth Marrache
Matthieu Berguig	Matthieu Berguig
Niddam-Drouas Avocats	Julie Niddam
Noésis Avocats	Marie Fabregat
Nouveau Monde	Bernard Lamon
Orrick	Guillaume Kessler
Passa Varet	Vincent Varet
Pons & Carrère	Caroline Henry
PwC	Sandrine Cullaafroz-Jover
Soskin Avocats	Ilana Soskin
Touati La Motte Rouge Avocats	Henri de la Motte Rouge, Jean-Philippe Touati
Valérie Sédallian	Valérie Sédallian
Walter Billet Avocats	Alan Walter
Watson Farley & Williams	Lucien Rapp

## SCAN AVOCATS: CLOSE MONITORING OF PERSONAL DATA REGULATIONS



Alexandre Nappey

Leaders: Alexandre Nappey  
and Sandra Cabanne  
Established: 2017

**Track record:** No discrepancy in compliance with the new European regulation on the protection of personal data escapes the attention of the firm. The data consulting missions carried out by its lawyers give rise to pragmatic recommendations that guide companies towards appropriate internal procedures. To this end, Scan Avocats has worked with American manufacturers of note.

**Team & differentiation:** With reporting tools updated in real time, the firm offers its clients clear and precise follow-up on the progress of their various files. Dynamic and internationally oriented, the team switch effortlessly between French and English in the course of their daily work. Thanks to satellite offices in Bordeaux and Strasbourg, these lawyers benefit from their niche positioning to consolidate their practices in the French regions.



## IT &amp; SOFTWARE

## France Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> Alain Bensoussan Avocats	Alain Bensoussan, Jean-François Forgeron, Frédéric Forster, Benoît de Roquefeuil
Baker McKenzie	Laurent Szuskin, Rémy Bricard, Christian Blomet, Magalie Dansac Le Clerc
DLA Piper	Stéphane Lemarchand, Jonathan Rofé, Fabienne Panneau, Denise Lebeau-Marianna
<b>2</b> August Debouzy	Florence Chafiol-Chaumont, Mahasti Razavi
Bird & Bird	Stéphane Leriche, Alexandre Vuchot, Marion Barbier, Ariane Mole
Derriennic Associés	Pierre-Yves Margnoux, François-Pierre Lani, Georges Jenselme
Franklin	Bradley Joslove
Gide	Thierry Dor, Olivier Cousi
Osborne Clarke	Béatrice Delmas-Linel, Lise Breteau, Xavier Pican
Staub & Associés	Sylvain Staub, Dominique Isel, Antoine Gravereaux, Thomas Beaugrand
<b>EXCELLENT</b>	
Adsto	Claire Bernier
Bismuth Société d'avocats	Yves Bismuth, Mathieu Martin
De Gaulle Fleurance & Associés	Georgie Courtois, Louis de Gaulle, Julien Horn, Jean-Marie Job, Cécile Théard-Jallu
Feral-Schuhl Sainte-Marie	Bruno Grégoire Sainte-Marie, Olivier de Courcel, Christiane Féral-Schuhl, Etienne Papin
Harlay Avocats	Fabrice Perbost, Sabine Lipovetsky
Iteanu	Olivier Iteanu
Latham & Watkins	Myria Saarinen, Jean-Luc Juhan
Latournerie Wolfrom Avocats	Marie-Hélène Tonnellier
Lawways	Gilles Rouvier
SEA Avocats	Hervé Gabadou
Taylor Wessing	Philippe Glaser, Valérie Aumage, Marc Schuler
<b>HIGHLY RECOMMENDED</b>	
Altana	Pierre Lubet, Franck Valentin
Aramis	Benjamin May
Atalex	Arnaud Tessalonikos
ATIPIIC Avocat	François Coupez, David-Irving Tayer
ATM Avocats	André Meillassoux
Blum Legal	Marina Blum
BRM Avocats	Martine Ricouart-Maillet, Caroline Belotti
Caprioli & Associés	Éric Caprioli, Pascal Agosti, Ilène Choukri
Cohen & Gresser	Guillaume Seligman
Constantin Pavleas Avocats	Constantin Pavleas
Cornet Vincent Ségurel	François Herpe, Jérôme Wiehn, Florent Lucas, Thomas Deschryver
Dentons	David Masson
Deprez Guignot Associés - DDG	Vincent Fauchoux, Pierre Deprez, Jean-Michel Brugière, Frédéric Dumont
DS Avocats	Clothilde Delbecq, Thierry Granturco
Fidal	Isabelle Gavanon, Philippe Debry
Fieldfisher	Bruno Ducoulombier
Gilles Vercken Et Avocats	Florence Gaullier, Gilles Vercken
Granrut Avocats	Jean Castelain, Anne Cousin, Richard Milchior
H2O Avocats	Nicolas Herzog
Haas Avocats	Gérard Haas
Herbert Smith Freehills	Alexandra Neri
Hoche Société d'avocats	Régis Carral, Patrick Amouzou
Hogan Lovells	David Taylor, Mikael Salmela
Isabelle Renard Avocat	Isabelle Renard
ITLAW Avocats	Claudia Weber
Linklaters	Pauline Debré, Sonia Cissé
Luzi Avocats	Olivia Luzi
Norton Rose Fulbright	Nadège Martin
Passa Varet	Vincent Varet
PDGB Avocats	Benjamin Jacob, Hélène Lebon
Poggi Avocats IT	Anne-Sophie Poggi
Racine	Éric Barbry
Simmons & Simmons	Christophe Fichet
Stehlin & Associés	Frédéric Lecomte
Watson Farley & Williams	Lucien Rapp
<b>RECOMMENDED</b>	
<b>1</b> Amar Goussu Staub	Cyrille Amar, Grégoire Goussu, Antonin Staub
BCTG Avocats	Gaëlle Boret-Pucci, François-Xavier Boulin
Bernard Hertz Béjot	Michel Béjot
Bersay Associés	Emmanuel Schulte, Delphine Touboul
BMH Avocats	Martin Hauser
CBR & Associés	Michael Majster
Cloix Mendès-Gil	Sylvain Joyeux
CMS Bureau Francis Lefebvre	Anne-Laure Villedieu
Coblence & Associés	Jean-Marc Coblence, Mélanie Erber
Courtois Lebel	Cédric Frenel
Danièle Véret Cabinet d'avocats	Danièle Véret

<b>Delsoi Avocats</b>	Stéphane Perrin, Jeanne Bossi-Malafosse
<b>DTMV &amp; Associés</b>	Arnaud Vanbremeersch, Éléonore Gaspar
<b>EdV Avocats</b>	Emilie de Vaucresson
<b>Franklin Brousse</b>	Franklin Brousse
<b>Gibson Dunn</b>	Ahmed Baladi
<b>Guillemin Flichy</b>	Alexis Guillemin
<b>KGA Avocats</b>	Laurent Badiane
<b>J.P. Karsenty &amp; Associés</b>	Jean-Philippe Arroyo
<b>Lerins &amp; BCW</b>	Mathilde Croze, Cécile Dupas
<b>Nexo Association d'Avocats</b>	Yann Breban
<b>Nomos</b>	Eric Lauvaux
<b>Pinsent Masons</b>	Annabelle Richard, Emmanuel Gougé
<b>Vaughan Avocats</b>	Bruno de Laportalière
<b>Winston &amp; Strawn</b>	Guillaume-Denis Faure
<b>Ydès Avocats</b>	Cyril Fabre
<b>2 Alter Via Avocats</b>	Hélène Bernard
<b>Artemont</b>	Farid Bouguettaya
<b>Astine Legal</b>	Christine Borfiga, Claire Bertheux-Scotté
<b>Atem Avocats</b>	Isabelle Camus, Aurélie Buisson
<b>Bardhele Pagenberg</b>	Marc-Antoine Ledieu
<b>Beylouni Carbasse Guény Valot Vemet - BG2V</b>	Xavier Carbasse
<b>Bignon Lebray</b>	Benjamin Mourot, Elise Dufour
<b>Bilalian Avocats</b>	Marguerite Bilalian
<b>Brunswick Société d'Avocats</b>	Nicolas Moreau
<b>Cabinet d'Avocats Mathias</b>	Garance Mathias
<b>Clevery Avocats</b>	Henri Larmaraud
<b>Clifford Chance</b>	Yves Wehrli
<b>Courtier Avocats</b>	Nicolas Courtier
<b>Crossen &amp; Borowsky</b>	Sophie Borowsky
<b>Danièle Véret Cabinet d'avocats</b>	Nicolas Moreau
<b>Eversheds Sutherland</b>	Gaëtan Cordier
<b>Fiducial Legal by Lamy</b>	Jean-Baptiste Chanial
<b>FTP Avocats</b>	Philippe Pochet
<b>Hayat Avocats</b>	Olivier Hayat
<b>Houdart &amp; Associés</b>	Benoît Louvet
<b>Hughes Hubbard &amp; Reed</b>	Stefan Naumann
<b>Idea Avocats</b>	Julie Ruelle, Nathalie Metallinos
<b>ISGE &amp; Associés</b>	François Illouz
<b>Jacob Avocats</b>	Julie Jacob
<b>Jacobacci Avocats</b>	Olympe Vanner, Jean-Mathieu Bertho
<b>Jeanet</b>	Frédéric Sardain
<b>K&amp;L Gates</b>	Etienne Drouard, Claude-Étienne Armingaud
<b>Lavoix</b>	Camille Pecnard
<b>Le Stanc Avocats</b>	Christian Le Stanc
<b>Lext Avocats</b>	Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion
<b>Lorang Avocats</b>	Yann Lorang
<b>Marrache Avocat</b>	Elisabeth Marrache
<b>Matthieu Berquig</b>	Matthieu Berquig
<b>Niddam-Drouas Avocats</b>	Julie Niddam
<b>Nouveau Monde</b>	Bernard Lamon
<b>Reinhart Marville Torre</b>	Marc Susini
<b>Rossi Bordes &amp; Associés</b>	Juliette Bertrand
<b>SB Avocats</b>	Sacha Benichou
<b>Teissonnière Sardain Chève</b>	Guillaume Teissonnière, Laurence Chevé
<b>Touati La Motte Rouge Avocats</b>	Henri de la Motte Rouge, Jean-Philippe Touati
<b>Walter Billet Avocats</b>	Alan Walter, Fabien Billet

## BIRD & BIRD: LEADING-EDGE LEGAL AND TECHNICAL EXPERTISE



Stéphane Leriche

Leaders: S. Leriche, A. Vuchot, A. Mole, M. Griguer, C-R Joly, M. Barbier, G. Arbant and M. Matas  
Established: 2000

**Track record:** Contract negotiation and IT litigation occupy pride of place at the firm. The firm assists multinationals in their compliance with the GDPR in dozens of countries. Binding corporate rules (BCR) files and other certified courses for data protection officers are also at the heart of this leading team's activity.

**Team & differentiation:** Cathie-Rosalie Joly offers the firm's clients first-rate legal expertise to accompany the emergence of cutting-edge technologies: blockchain, smart contracts and cloud computing among others. Immersed in the world of fintech, this specialist intervenes on regulatory and contractual issues.

## CONSTANTIN PAVLEAS AVOCATS: ATTENTIVE TO THE CLIENT'S EVERY NEED



Constantin Pavleas

Leader: Constantin Pavleas  
Established: 2001

**Track record:** The firm handles the negotiation of all types of major contracts, such as licensing, partnerships and consortium, for high-tech industrials or software developers. Regularly consulted during M&A operations for due diligence in valuation of new technologies from the investor's perspective, which they recently conducted during both the acquisition of a Finnish startup and a Californian company.

**Team & differentiation:** Aware that the new EU data protection regulations are a major issue for company leaders, the firm organizes numerous conferences on the subject, remaining attentive to their needs. Constantin Pavleas Avocats recently welcomed Sophie Delcroix to strengthen the internet law, industrial property and commercial contracts practices.



## INTERNET

## France Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> Alain Bensoussan Avocats	Alain Bensoussan
Baker McKenzie	Laurent Szuskin, Rémy Bricard, Christian Blomet, Magalie Dansac Le Clerc
De Gaulle Fleurance & Associés	Georgie Courtois, Julien Horn, Jean-Marie Job, Cécile Théard-Jallu, Louis de Gaulle
Herbert Smith Freehills	Alexandra Neri
<b>2</b> August Debouzy	Florence Chafiol-Chaumont, Mahasti Razavi
Bird & Bird	Géraldine Arbant, Alexandre Vuchot, Marion Barbier, Stéphane Leriche, Ariane Mole, Cathie-Rosalie Joly
DLA Piper	Jonathan Rofé, Stéphane Lemarchand, Gregory Tulquois, Fabienne Panneau, Denise Lebeau-Marianna
Feral-Schuhl Sainte-Marie Associés	Bruno Grégoire Sainte-Marie, Christiane Féral-Schuhl, Etienne Papin
Hogan Lovells	David Taylor, Christine Gateau, Winston Maxwell, Mikaël Salmela
Iteanu	Olivier Iteanu
Osborne Clarke	Claire Bouchenard, Béatrice Delmas-Linel, Lise Breteau, Xavier Pican
<b>EXCELLENT</b>	
Cohen & Gresser	Guillaume Seligmann
Coursin	Yves Coursin
Dentons	David Masson
Deprez Guignot Associés - DDG	Pierre Deprez, Vincent Fauchoux, Frédéric Dumont
Derriennic Associés	François-Pierre Lani
Franklin	Bradley Joslove
Haas Avocats	Gérard Haas
Harlay Avocats	Fabrice Perbost, Sabine Lipovetsky
Latournerie Wolfrom Avocats	Marie-Hélène Tonnellier
Nomos	Hélène Delabarre, Christophe Pecnard, Éric Lauvaux, Emmanuelle Voisset
Pinsent Masons	Annabelle Richard, Emmanuel Gougé
Staub & Associés	Sylvain Staub, Dominique Isel, Thomas Beaugrand
Ydès Avocats	Cyril Fabre
<b>HIGHLY RECOMMENDED</b>	
<b>1</b> Candé Blanchard Ducamp	Julien Blanchard, Patrice de Candé, Claire Ducamp
Chemarin & Limbour	Alexandre Limbour
Christophe Caron	Christophe Caron
De Baecque Avocats	Olivier de Baecque
Fieldfisher	Christopher Mesnooh, Nathalie Hadjadj-Cazier, Bruno Ducoulombier
Gide	Thierry Dor, Olivier Cousi
Gilles Vercken Et Avocats	Florence Gaullier, Gilles Vercken
Granrut Avocats	Jean Castelain, Anne Cousin, Richard Milchior
Jacob Avocats	Julie Jacob
Jeantet	Frédéric Sardain
K&L Gates	Etienne Drouard, Claude-Étienne Armingaud
Lawways	Gilles Rouvier
Linklaters	Pauline Debré, Sonia Cissé
Luzi Avocats	Olivia Luzi
Passa Varet	Vincent Varet
PDGB Avocats	Benjamin Jacob
Racine	Éric Barbry
Scan Avocats	Sandra Cabanne, Alexandre Nappey
Soskin Avocats	Ilana Soskin
Taylor Wessing	Valérie Aumage, Marc Schuler
Vatier	Pascal Lê Dai
<b>2</b> Adsto	Claire Bernier
Altana	Pierre Lubet, Frank Valentin
Atalex	Arnaud Tessalonikos
Atem Avocats	Isabelle Camus, Aurélie Buisson
ATIPIIC Avocat	François Coupez, David-Irving Tayer
ATM Avocats	André Meillassoux
BCTG Avocats	Gaëlle Boret-Pucci, François-Xavier Boulin
Bersay Associés	Emmanuel Schulte
Blum Legal	Marina Blum
Caprioli & Associés	Eric Caprioli
Coblence & Associés	Jean-Marc Coblence, Mélanie Erber
Cornet Vincent Ségurel	François Herpe, Jérôme Wiehn, Florent Lucas, Thomas Deschryver
Crossen & Borowsky	Sophie Borowsky
DBK Avocats	Thomas Debiesse, Christian Kim, Jérôme Buscail
DS Avocats	Bertrand Potot, Clothilde Delbecq, Thierry Granturco
EdV Avocats	Emilie de Vaucresson
Elkrief Avocat	Danielle Elkrief
Fidal	Isabelle Gavanon, Philippe Boutron, Philippe Debry, Frédéric Bourget
Guilloux Avocats	Jean-Marie Guilloux
Hoche Société d'avocats	Patrick Amouzou
Hughes Hubbard & Reed	Stefan Naumann
ITLAW Avocats	Claudia Weber
Latham & Watkins	Myria Saarinen, Jean-Luc Juhan
Laude Esquier Champey	Olivier Laude, Victor Champey, Sophie Havard Duclos
Lerins & BCW	Mathilde Croze
Lext Avocats	Anne Bourdu, Gaëlle Leroy, Pierre-Lucas Thirion
Norton Rose Fulbright	Nadège Martin
Oria Media	Mathieu Davy
Osmoste Avocats	Mélanie Comert, Antoine Gendreau, Alexandra le Corroncq, Alexis Vichniesky
Poggi Avocats IT	Anne-Sophie Poggi

SEA Avocats	Hervé Gabadou
Stehlin & Associés	Frédéric Lecomte
Watrin Brault Associés	Nicolas Brault
Watson Farley & Williams	Lucien Rapp
<b>RECOMMENDED</b>	
Alatis	Jean-Marc Puech
Alerion	Corinne Thierache, Frédéric Saffroy
Amar Goussu Staub	Cyrille Amar, Grégoire Goussu, Antonin Staub
Aramis	Benjamin May
Armelle Fourlon	Armelle Fourlon
Artemont	Farid Bouguettaya
Aston Avocats	Carine Piccio
ATurquoise Société d'avocats	Anne-Marie Pecoraro
BBLM	Daria Sauer, Myriam Angelier
Bignon Lebray	Benjamin Mourrot, Elise Dufour
Bilalian Avocats	Lara Morel, Marguerite Bilalian
Bismuth Société d'avocats	Yves Bismuth, Mathieu Martin
BRM Avocats	Martine Ricouart-Maillet
Brunswick Société d'Avocats	Nicolas Moreau
Cabinet d'Avocats Mathias	Garance Mathias
Cabinet Verly	Nicolas Verly
Carbonnier Lamaze Rasle & Associés	Clarisse le Salver
CBR & Associés	Pierre-Olivier Chartier, Alain Barsikian, Judith Vuillez, Michael Majster
CMG & Associés	Paraskevi Georganta, Stéphane Coulaux
Courtois Lebel	Cédric Frenel
Danièle Véret Cabinet d'avocats	Danièle Véret
Dauzier-Chappuis & Associés (Aravocat)	Pierre-Louis Dauzier, Olivier Chappuis
DTMV & Associés	Pascal Lefort, Thierry Mollet-Viéville, Eléonore Gaspar, Thomas Cuhe
EBL Lexington Avocats	Laurent Lévy
Eversheds Sutherland	Gaëtan Cordier
Fiducial by Lamy	Jean-Baptiste Chaniel
FTP Avocats	Philippe Pochet
Gibson Dunn	Ahmed Baladi
Gomis & Lacker	Guillaume Gomis, Julien Lacker
Gramond & Associés	Xavier Gramond
Hayat Avocats	Olivier Hayat
Hugot Avocats	Jean-Philippe Hugot, Olivier Hugot
Idea Avocats	Julie Ruelle, Nathalie Métallinos
Isabelle Renard Avocat	Isabelle Renard
ISGE & Associés	François Illouz
J.P. Karsenty & Associés	Jean-Philippe Arroyo, Béatrice Moreau-Margotin, Martine Karsenty-Ricard
Jacobacci Avocats	Olympe Vanner
KGA Avocats	Laurent Badiane
LLC & Associés	Romain Waïss-Moreau
Lorang Avocats	Yann Lorang
Matthieu Berquig	Matthieu Berquig
Péchenard & Associés	Fabien Honorat, Gauthier Moreuil, Eric Andrieu
Pierrat & de Seze	Julien Fournier, Emmanuel Pierrat, Sophie Viaris de Lesegno
Pons & Carrère	Caroline Henry
Redlink	Emmanuelle Behr, Frédéric Fournier
SB Avocats	Sacha Benichou
Simmons & Simmons	Christophe Fichet
Touati La Motte Rouge Avocats	Henri de la Motte Rouge, Jean-Philippe Touati
Twelve	Philippe Allaëys
Valérie Perrichon Avocats	Valérie Perrichon
Valérie Sédallian	Valérie Sédaïllan
Vaughan Avocats	Bruno de Laportalrière
Weber Avocats	Philippe Weber
Walter Billet Avocats	Alan Walter, Fabien Billet
Wize Avocats	Jean-Baptiste Benvenuti

## LAWWAYS: THE SPECIALIST IN IT CONTRACTS AND DATA MANAGEMENT



Gilles Rouvier

Leader: Gilles Rouvier  
Established: 2006

**Track record:** The team is experiencing strong growth thanks to its two core activities: IT contracts and consulting. In addition to drafting and negotiating sophisticated clauses, the firm is involved in GDPR compliance audits. The software and data issues are closely linked to the practice of these lawyers, including in due diligence audits conducted for targeted acquisitions.

**Team & differentiation:** Vice-President of French association Cyberlex, Gilles Rouvier has built a solid reputation alongside fin-techs and major distribution groups. During license regularization audits conducted by major software publishers, he creates the optimum environment and realigns the power balance thanks to his fifteen years of experience in this field.

## JACOB AVOCATS: LAWYERS AND DATA PROTECTION OFFICERS



Julie Jacob

Leader: Julie Jacob  
Established: 1994

**Track record:** Jacob Avocats protects its clients IP rights in a plethora of sectors such as media, gambling, sports, digital, data and fashion. It has been particularly active this year advising in IT, internet law and data protection. A renowned French political organisation has trusted the firm with its data protection matters.

**Team & differentiation:** The majority of the firm's associates are both lawyers and data protection officers. Jacob Avocats has also created its own platform to facilitate its client's compliance with the French Sapin II law. Very active and well informed about the GDPR, Julie Jacob and her team have the interests of their clients at heart, informing them through various working groups and detailed publications.



## TELECOMS

## France Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie</b>	Emmanuel Guillaume, Christian Blomet, Laurent Szuskin
<b>Bird &amp; Bird</b>	Frédérique Dupuis-Toubol, Stéphane Leriche
<b>Chemarin &amp; Limbour</b>	Alexandre Limbour
<b>Dunaud Clarenc Combles &amp; Associés</b>	Christophe Clarenc
<b>Franklin</b>	Bradley Joslove, Julie Catala-Martý
<b>Fréget Tasso De Panafieu</b>	Olivier Fréget, Charlotte Tasso De Panafieu
<b>Hogan Lovells</b>	Winston Maxwell
<b>EXCELLENT</b>	
<b>Bersay Associés</b>	Emmanuel Schulte
<b>Carreras Barsikian Robertson &amp; Associés</b>	Pierre-Olivier Chartier
<b>Gide</b>	Olivier Cousi
<b>Yves Coursin</b>	Yves Coursin
<b>HIGHLY RECOMMENDED</b>	
<b>Alain Bensoussan Avocats</b>	Alain Bensoussan
<b>August Debouzy</b>	Florence Chafiol-Chaumont, Mahasti Razavi
<b>Bilalian Avocats</b>	Lara Morel, Marguerite Bilalian
<b>Bredin Prat</b>	Hugues Calvet, Robert Saint-Esteben
<b>Cabinet De La Taille</b>	Benoît de la Taille
<b>Darros Villey Maillot Brochier</b>	Igor Simic, Didier Théophile
<b>De Gaulle Fleurance &amp; Associés</b>	Frédéric Destal
<b>DLA Piper</b>	Florence Guthfreund-Roland, Pascal Martin
<b>DS Avocats</b>	Bertrand Potot, Jérôme Richardot
<b>Jones Day</b>	Rémy Fekete
<b>Latham &amp; Watkins</b>	Jean-Luc Juhan
<b>Latournerie Wolfrom Avocats</b>	Marie-Hélène Tonnellier, Terence Cabot
<b>Magenta</b>	Sylvain Justier, Vincent Jaunet
<b>Norton Rose Fulbright</b>	Nadège Martin
<b>Pinsent Masons</b>	Diane Mullenex
<b>Simmons &amp; Simmons</b>	Christophe Fichet
<b>Vogel &amp; Vogel</b>	Joseph Vogel, Louis Vogel
<b>Watson Farley &amp; Williams</b>	Lucien Rapp
<b>RECOMMENDED</b>	
<b>Behring Société d'avocats</b>	Anne-Solène Gay
<b>Cohen &amp; Gresser LLP</b>	Guillaume Seligmann
<b>Feral-Schuhl Sainte-Marie</b>	Olivier de Courcel, Etienne Papin
<b>Foley Hoag</b>	Catherine Muyl
<b>Franklin Brousse</b>	Franklin Brousse
<b>Hertslet Wolfer &amp; Heintz - HW&amp;H</b>	Fabrice Bauman, Dominique Heintz
<b>Jacob Avocats</b>	Julie Jacob
<b>Lexcase</b>	Hubert Mortemard de Boisse
<b>Linklaters</b>	Pauline Debré, Sonia Cissé
<b>Orrick Rambaud Martel</b>	Saam Golshani
<b>Osborne Clarke</b>	Béatrice Delmas-Linel, Xavier Pican
<b>PDGB Avocats</b>	Benjamin Jacob
<b>Staub &amp; Associés</b>	Sylvain Staub, Dominique Isel, Antoine Gravereaux, Thomas Beaugrand
<b>White &amp; Case</b>	Éric Laplante
<b>Wilhelm &amp; Associés</b>	Pascal Wilhelm
<b>STRONG EXPERTISE</b>	
<b>Atalex</b>	Arnaud Tessalonikos
<b>BCE Avocats</b>	Alexandre Espenel
<b>Carbonnier Lamaze Rasle &amp; Associés</b>	Michel Rasle
<b>Clifford Chance</b>	Dessislava Savova, Thibault d'Alès
<b>Danièle Véret Cabinet d'avocats</b>	Nicolas Moreau
<b>EBL Lexington Avocats</b>	Laurent Lévy, Arnaud Demont
<b>Fieldfisher</b>	Bruno Ducoulombier
<b>Gibson Dunn &amp; Crutcher</b>	Ahmed Baladi
<b>Granrut Avocats</b>	Anne Cousin
<b>Harbour Avocats</b>	Olivier de Chazeaux
<b>Harlay Avocats</b>	Fabrice Perbost, Sabine Lipovetsky
<b>ISGE &amp; Associés</b>	François Illouz
<b>Jurixpert</b>	Blandine Poidevin
<b>Laude Esquier Champey</b>	Olivier Laude
<b>Lawways</b>	Gilles Rouvier
<b>SB Avocats</b>	Sacha Benichou
<b>Taylor Wessing</b>	Valérie Aumage

## LAW AND FINANCE SERIES



Find all our offers on: [eshop.leadersleague.com](http://eshop.leadersleague.com)

## Subscription newsletter

To be returned to: Leaders league - Subscriptions department  
15, avenue de la Grande Armée, 75116 Paris – Tél.: 01 45 02 25 00 – Fax: 01 43 92 93 95  
Email: [abonnement@leadersleague.com](mailto:abonnement@leadersleague.com)



### 1 YOUR CHOICE OF PACKS

GUIDE PER UNIT	PACK 1	PACK 2	PACK 3	PACK 4
Selection of guide <b>€250 Excl Tax / Unit</b> Total: €300 Incl Tax / Unit	11 magazines + 4 guides to choose from <b>30% reduction</b> which <b>€699 Excl Tax</b> Total: €838.80 Incl Tax	11 magazines + 6 guides to choose from <b>35% reduction</b> which <b>€969 Excl Tax</b> Total: €1,162.80 Incl Tax	11 magazines + 8 guides to choose from <b>40% reduction</b> which <b>€1,199 Excl Tax</b> Total: €1,438.8 Incl Tax	11 magazines + the complete guide series* <b>50% reduction</b> which <b>€2,999 Excl Tax</b> Total: €3,598.8 Incl Tax

### 2 YOUR CHOICE OF GUIDES

#### LA COLLECTION CAPITAL HUMAIN



- Leadership & Management du capital humain
- Systèmes de rémunération & Stratégies de recrutement
- Formation professionnelle
- Capital humain & Territoires

#### LA COLLECTION DROIT & FINANCE



- Stratégies financières et fiscales
- Compliance - Fraudes - Investigations
- Contentieux & Arbitrage
- Risk Management & Assurance
- Gestion de patrimoine & Gestion d'actifs
- Les meilleurs cabinets d'avocats d'affaires

#### LA COLLECTION IMMOBILIER



- Immobilier
- Construction - Promotion - Infrastructures
- Acteurs publics & Entreprises
- Énergie, environnement & Ressources naturelles

#### LA COLLECTION INNOVATION



- Innovation, Technologies et Propriété intellectuelle
- Marketing, E-commerce & Distribution
- Santé, Pharmacie & Biotechnologies

#### LA COLLECTION STRATÉGIE ET TRANSACTION



- Fusions & Acquisitions
- Capital-Investissement
- Stratégie, Réorganisation & Restructuration
- Entrepreneurs et dirigeants

#### LA COLLECTION INTERNATIONALE



- Transactions & Deals
- General Litigation & Competition
- International Arbitration & ADR
- Risk Insurance, Product Liability, Investigations and Compliance
- Top 100 Law Firms
- Innovation - Technology & Intellectual Property

#### LA COLLECTION HORS-SÉRIE



- Afrique
- Guide du CAC 40

### 3 YOUR CONTACT DETAILS

Personal  Professional  Mr  Mrs

First name and last name: .....

Position: .....

Trading name: ..... Company registration number: .....

Address: .....

Postal code: ..... City: .....

Tel.: .....

Email: .....

### 4 YOUR PAYMENT

- By check payable to Leaders League
- On receipt of invoice

Date and signature required



# GERMANY





## GERMANY VENTURE CAPITAL FIRMS LIST

The firms are listed alphabetically within each band

FIRM	INDUSTRY
<b>Acton Capital Partners</b>	Technology
<b>Bayern Kapital</b>	Technology
<b>BlueYard Capital</b>	E-commerce, Internet
<b>Btov Partners</b>	IT, TMT
<b>Capnamic Ventures</b>	E-Commerce, Gaming, Payments, Advertising, Software-as-a-Service
<b>Cherry Ventures</b>	Consumer Internet, Mobile, Marketplace
<b>Creathor Venture</b>	Technology
<b>E.ventures</b>	Internet, Software
<b>Earlybird VC</b>	IT, TMT, Gaming, E-Commerce, Real Estate
<b>Fly Ventures</b>	Technology
<b>German Startups Group</b>	Technology
<b>Global Founders Capital</b>	Technology, Consumer Goods, E-Commerce
<b>Grazia Equity</b>	Technology
<b>Hasso Plattner Ventures</b>	IT
<b>High-Tech Gründerfonds</b>	Technology, TMT, Life-Sciences, Energy
<b>Holtzbrinck Ventures</b>	Digital
<b>IBB Bet</b>	Life sciences, ICT
<b>Index Ventures</b>	Consumer Internet and Mobile, Enterprise Technologies
<b>Kinnevik</b>	Digital
<b>Kite Ventures</b>	Marketplace, Network
<b>Lakestar</b>	Digital
<b>Mangrove Capital Partners</b>	Mobile, E-Commerce, Internet
<b>Neuhaus Partners</b>	IT
<b>Northzone</b>	Technology
<b>Partech Ventures</b>	Technology
<b>Paua Ventures</b>	Technology
<b>Phenomen Ventures</b>	Technology, Internet
<b>Point Nine Capital</b>	Software as a Service
<b>Project A</b>	E-Commerce, Data, Software, Infrastructure
<b>Redstone Digital</b>	Digital
<b>Rheingau Founders</b>	Digital
<b>RI Digital Ventures</b>	Digital
<b>Rocket Internet Capital Partners</b>	Technology, Internet
<b>Scottish Equity Partners</b>	Technology
<b>SevenVentures</b>	Consumer Goods, Retail, Service
<b>Shortcut Ventures</b>	Data, IT, TMT
<b>Target Global</b>	E-Commerce, Fintech, Travel, Software, Mobile
<b>Target Partners</b>	Technology
<b>TCV</b>	Technology, Data
<b>Team Europe</b>	Digital
<b>Tengelmann Ventures</b>	Consumer Internet, Internet Technology
<b>UnternehmerTUM</b>	IT, Industry 4.0, Automation Technologies, Mobility, Smart City
<b>Venista Ventures</b>	Mobile
<b>West Tech Ventures</b>	Technology

GERMANY



## TMT (LARGE CAP)

### Germany Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Goldman Sachs</b>	Wolfgang Fink
<b>Morgan Stanley</b>	Jens Maurer, Johann-Christian von Wersebe
<b>EXCELLENT</b>	
<b>Citi Markets Deutschland</b>	Stefan Wintels
<b>JP Morgan</b>	Christian Kames
<b>Perella Weinberg Partners</b>	Dietrich Becker
<b>HIGHLY RECOMMENDED</b>	
<b>Bank of America Merrill Lynch</b>	Birger Berendes
<b>Barclays</b>	Alexander Doll

## TMT (SMALL TO MID CAP)

### Germany Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Credit Suisse</b>	Joachim Ringer
<b>EY</b>	Claus-Peter Wagner
<b>EXCELLENT</b>	
<b>Arma Partners</b>	Henrietta Schmidt-Wilke
<b>BNP Paribas</b>	Torsten Murke
<b>Oakley Advisory</b>	Christian Maher, Chris Godsmark
<b>Oaklins</b>	Jan Hatje
<b>HIGHLY RECOMMENDED</b>	
<b>CF:M</b>	Jens Bender, Jörg Leussink
<b>Deutsche Bank</b>	Patrick Frowein, Berthold Fuerst
<b>Goetzpartners</b>	Gernot Wunderle
<b>RECOMMENDED</b>	
<b>Deloitte</b>	Freddy Strottmann
<b>Eurohold</b>	Oliver Gottstein
<b>Nomura</b>	Charles Pitts-Tucker
<b>Qatalyst Partners</b>	Jean Tardy-Joubert



## HEALTH & PHARMA (LARGE CAP)

### Germany Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Morgan Stanley</b>	Jens Maurer, Johann-Christian von Wersebe
<b>EXCELLENT</b>	
<b>Barclays</b>	Alexander Doll
<b>Centerview Partners</b>	Robin Budenberg, Richard Girling
<b>Citi Markets Deutschland</b>	Stefan Wintels
<b>JP Morgan</b>	Christian Kames
<b>Rothschild</b>	Martin Reitz, Dirk Pahlke
<b>HIGHLY RECOMMENDED</b>	
<b>Bank of America Merrill Lynch</b>	Birger Berendes
<b>Credit Suisse</b>	Joachim Ringer
<b>EY</b>	Claus-Peter Wagner
<b>Mizuho Financial Group</b>	Hiroshi Nagamine

## HEALTH & PHARMA (SMALL TO MID CAP)

### Germany Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Ferber &amp; Co.</b>	Manfred Ferber
<b>Lincoln International</b>	Kai Ingo Seidel
<b>PwC</b>	Steve Derz
<b>EXCELLENT</b>	
<b>ACXIT Capital Partners</b>	Thomas Klack
<b>GCA Altium</b>	Sascha Pfeiffer
<b>KPMG</b>	Leif Zierz
<b>HIGHLY RECOMMENDED</b>	
<b>BNP Paribas</b>	Torsten Murke
<b>DC Advisory</b>	Stefan Jaecker
<b>Equinet Bank</b>	Dirk Meyer, Christoph Vigelius
<b>RECOMMENDED</b>	
<b>Alantra</b>	Wolfram Schmerl
<b>Clearwater International</b>	Ralph Schmücking, Dierk Rottmann
<b>Conalliance</b>	Günter Carl Hober
<b>Deloitte</b>	Freddy Strottmann
<b>HSH Nordbank</b>	Karsten Maschler, Patrick Miljes



## PATENT PROSECUTION

### Germany Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Boehmert &amp; Boehmert</b>	Jan Krauß, Steffen Schmidt, Markus Engelhard
<b>Grünecker</b>	Heike Vogelsang-Wenke, Thomas Schuster
<b>Hoffmann Eitle</b>	Matthias Kindler, Thorsten Bausch, Peter Klusmann, Leo Polz, C. Thomas Becher
<b>EXCELLENT</b>	
<b>Bardehle Pagenberg</b>	Peter Hess, Hans Wegner
<b>Cohausz &amp; Florack</b>	Philipe Walter, Gottfried Schüll
<b>Manitz Finsterwald &amp; Partner</b>	Manfred Finsterwald, Dieter Pellkofer
<b>Meissner Bolte</b>	Kay Rupprecht
<b>Vossius &amp; Partner</b>	Hans-Rainer Jaenichen
<b>Wuesthoff &amp; Wuesthoff</b>	Axel Katérle, Bernhard Thum, Hendrik Wichmann
<b>HIGHLY RECOMMENDED</b>	
<b>Dreiss</b>	Thomas Knapp
<b>Eisenführ Speiser</b>	Uwe Stilkenböhmer, Klaus Göken
<b>Isenbruck Bösl Hörschler</b>	Raphael Bösl, Fritz Lahrtz
<b>König, Szyuka, Tilmann, von Renesse</b>	Georg König, Max Wilhelm Tilmann
<b>Lorenz Seidler Gossel</b>	Dieter Laufhütte, Michael Thoma
<b>Michalski Hüttermann &amp; Partner</b>	Aloys Hüttermann, Stefan Michalski
<b>Prinz &amp; Partner</b>	Werner Sulzbach, Thomas Kitzhofer
<b>Samson &amp; Partner</b>	F. R. von Samson-Himmelstjerna
<b>RECOMMENDED</b>	
<b>Dennemeyer</b>	Malte Köllner
<b>Isenbruck Bösl Hörschler</b>	Raphael Bösl, Wolfram Hörschler
<b>Kraus &amp; Weisert</b>	Hans-Joerg Banzer, Claus Beckmann
<b>Kuhnen &amp; Wacker</b>	Rainer Kuhnen
<b>Lederer &amp; Keller</b>	Günter Keller
<b>Maiwald</b>	Holger Glas, Dirk Bühler
<b>Viering, Jentschura &amp; Partner</b>	Armin Kühn
<b>Von Kreisler Selting Werner</b>	Hans-Peter Jönsson
<b>Weickmann &amp; Weickmann</b>	Wolfgang Weiß
<b>Wittweller</b>	Volker Heuckeroth, Stephan Keck, Gabriele Laufer
<b>STRONG EXPERTISE</b>	
<b>Epping Hermann Fischer</b>	Frank Heidrich
<b>Gulde &amp; Partner</b>	Henry Schneider
<b>Harmsen Utescher</b>	Sabine Kossak
<b>MERH-IP</b>	Bruno Matias, Tobias Erny
<b>Prüfer &amp; Partner</b>	Friedrich Emmerling
<b>Rau, Schneck &amp; Hübner</b>	Gerd Hübner
<b>Ter Meer Steinmeister &amp; Partner</b>	Christian Hollatz
<b>Uexküll &amp; Stolberg</b>	Albrecht von Menges
<b>Wachenhausen &amp; Kollegen</b>	Marc Wachenhausen



## TRADEMARK PROSECUTION

### Germany Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>CMS</b>	Gordian Hasselblatt
<b>Harmsen Utescher</b>	Matthias Wolter, Till Lampel
<b>Hoffmann Eitle</b>	Wedig von der Osten-Sacken, Michaela Ring
<b>EXCELLENT</b>	
<b>Bardehle Pagenberg</b>	Claus Eckhart
<b>Boehmert &amp; Boehmert</b>	Axel Nordemann, Volker Schmitz-Fohrmann
<b>Grünecker</b>	Anja Franke, Nicolás Schmitz
<b>Hogan Lovells</b>	Susanne Karow
<b>Jonas</b>	Martin Viefhues, Nils Weber
<b>HIGHLY RECOMMENDED</b>	
<b>Bird &amp; Bird</b>	Uwe Lüken, Joseph Fesenmair
<b>Gleiss Lutz</b>	Stefan Völker
<b>Lorenz Seidler Gossel</b>	Siegfried Jackermeier
<b>Taylor Wessing</b>	Olaf Gillert, Thomas Raab
<b>RECOMMENDED</b>	
<b>Bartel Legal</b>	Ursula Bartel
<b>Beiten Burkhardt</b>	Tilman Lührig, Tanja Hogh Holub
<b>Klaka</b>	Oliver Rauscher
<b>Maiwald</b>	Susanna Heurung
<b>Prinz &amp; Partner</b>	Alexander González
<b>SKW Schwarz</b>	Ulrich Hildebrandt
<b>Viering, Jentschura &amp; Partner</b>	Wolfgang Festl-Wietek
<b>Vossius &amp; Partner</b>	Mathias Kleespies
<b>Wuesthoff &amp; Wuesthoff</b>	Andreas Beyer

#### BARTEL LEGAL: SMALL IS BEAUTIFUL



Ursula Bartel

Leader: Ursula Bartel  
Established: 2016

**Track record:** The firm advises mainly German corporations, SMEs and startups as well as public administration on trademark prosecution and litigation issues. It is providing strategic advice to a Bavarian city in protecting and strengthening important trademarks as well as potential trademark infringements.

**Team & differentiation:** Prior to founding her own firm, Ursula Bartel worked at Bird & Bird. Small and flexible, Bartel Legal is able to quickly process the needs of clients and has strong expertise in strategic consulting in trademark matters, ranging from application, portfolio management to complex infringement disputes as well as cancellation and nullity proceedings.



## PATENT LITIGATION

### Germany Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> Bird & Bird	Christian Harmsen, Oliver Jan Jüngst, Anna Wolters-Höhne
Hogan Lovells	Andreas von Falck, Martin Fähndrich, Steffen Steininger
Hoyng Rokh Monegier	Christian Osterrieth, Martin Köhler, Klaus Haft, Christine Kanz
<b>2</b> Preu Bohlig & Partner	Christian Donle, Ludwig von Zumbusch, Christian Kau, Daniel Hoppe
Quinn Emanuel	Marcus Grosch, Johannes Bukow
Rospatt Osten Pross	Max von Rospatt, Thomas Musmann, Henrik Timmann
Wildanger Kehrwald Graf v. Schwerin & Partners	Wolf Graf von Schwerin, Roland Kehrwald, Peter-Michael Weisse, Eva Geschke
<b>EXCELLENT</b>	
Bardehle Pagenberg	Johannes Heselberger, Peter Hess, Peter Chrocziel
Freshfields Bruckhaus Deringer	Frank-Erich Hufnagel
Kather Augenstein	Peter Kather, Christof Augenstein
Krieger Mes & Graf v. der Groeben	Axel Verhauwen, Jochen Bühling
Taylor Wessing	Christian Lederer, Sara Burghart
<b>HIGHLY RECOMMENDED</b>	
Arnold Ruess	Bernhard Arnold, Cordula Schumacher
Gleiss Lutz	Matthias Sonntag
Hoffmann Eitle	Dirk Schüßler-Langeheine, Holger Stratmann
Klaka	Olaf Giebe, Stefan Eck
Vossius & Partner	Johann Pitz
<b>RECOMMENDED</b>	
Boehmert & Boehmert	Michael Rüberg
Grünecker	Ulrich Blumenröder, Bernd Allekotte
Hengeler Mueller	Wolfgang Kellenter
Wachenhausen & Kollegen	Marc Wachenhausen
<b>STRONG EXPERTISE</b>	
Bock Legal	Andreas Bock
Harmsen Utescher	Karsten Königer
Meissner Bolte	Tobias Wuttke
Noerr	Ralph Nack
Simmons & Simmons	Thomas Adam

#### KATHER AUGENSTEIN: EXCEPTIONAL IP LITIGATION OUTFIT



Christof Augenstein

Leaders: Peter Kather and Christof Augenstein  
Established: 2016

**Track record:** The boutique firm advised an automobile manufacturer against a patent licensing agency in patent dispute summary proceedings on distress-call technology, and acted as lead counsel in a series of proceedings by a global telecoms leader against Apple for infringement of SEPs and implementation patents.

**Team & differentiation:** The firm was created as a spinoff from a leading full-service IP firm in 2016 with the clear vision of focusing exclusively on complex, high-stakes IP litigation. Its compact size allows it to be highly specialized and flexible, and the deep know-how and long-term relationships with clients its lawyers have allow it to offer the premium service of the largest law firms.

#### PREU BOHLIG & PARTNER: CONSTANTLY PERFECTING, ALWAYS LEADING



Christian Donle

Leaders: Christian Donle, Ludwig von Zumbusch, Daniel Hoppe and Christian Kau  
Established: 1959

**Track record:** The firm successfully represented PII Pipetronix (GE Oil & Gas) in the first instance against two former employees in a matter concerning the transfer of several patents. It is now one of the primary advisors to Huawei in Germany in a multitude of patent infringement and validity cases and has a high success rate. It is also counseling HPE on its global network technologies.

**Team & differentiation:** With 28 attorneys, including 10 partners, Preu Bohlig is one of Germany's largest IP practices for infringement matters. It has acquired US blue-chip companies as new clients, strengthened its client base in Asia and maintained strong relationships with French clients thanks to its Paris office. Daniel Hoppe and Matthias Hülsewig joined recently after the firm's restructuring in mid-2017.



## TRADEMARK LITIGATION

### Germany Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>CMS</b>	Thomas Manderla, Matthias Eck, Alexander von Bossel
<b>Harmsen Utescher</b>	Matthias Wolter, Rainer Kaase, Karin Sandberg
<b>Hogan Lovells</b>	Morten Petersenn, Andreas Bothe, Erhard Keller
<b>Lorenz Seidler Gossel</b>	Reinhard Ingerl, Siegfried Jackermeier
<b>EXCELLENT</b>	
<b>Bardehle Pagenberg</b>	Claus Eckhardt, Alexander von Mühlendahl
<b>Bird &amp; Bird</b>	Joseph Fesenmair, Uwe Lügen
<b>Gleiss Lutz</b>	Stefan Völker, Andreas Wehlau
<b>Klaka</b>	Andreas Schulz, Ralf Hackbarth
<b>Preu Bohlig &amp; Partner</b>	Astrid Gérard, Andreas Haberl, Ludwig von Zumbusch
<b>Taylor Wessing</b>	Olaf Gillert, Thomas Raab
<b>HIGHLY RECOMMENDED</b>	
<b>Grünecker</b>	Maximilian Kinkeldey, Nicolás Schmitz
<b>Harte-Bavendamm</b>	Henning Harte-Bavendamm, Andrea Jaeger-Lenz
<b>Hoffmann Eitle</b>	Wedig von der Osten-Sacken, Michaela Ring
<b>Jonas</b>	Martin Viefhues, Karl Hamacher
<b>Kather Augenstein</b>	Christof Augenstein
<b>Lubberger Lehment</b>	Andreas Lubberger, Cornelis Lehment
<b>RECOMMENDED</b>	
<b>Baker McKenzie</b>	Michael Fammler, Rembert Niebel
<b>Beiten Burkhardt</b>	Angelica von der Decken, Tanja Hogh Holub
<b>Boehmert &amp; Boehmert</b>	Rudolf Böckenholt
<b>FPS</b>	Carsten Albrecht
<b>Freshfields Bruckhaus Deringer</b>	Andrea Lensing-Kramer
<b>Heuking Kühn Lüer Wojtek</b>	Thorsten Wieland
<b>Hoyng Rokh Monegier</b>	Thomas Schmitz, Martin Köhler
<b>Loschelder</b>	Thomas Schulte-Beckhausen, Stefan Maaßen
<b>Noerr</b>	Georg Jahn
<b>STRONG EXPERTISE</b>	
<b>Arnold Ruess</b>	Peter Ruess
<b>Bartel Legal</b>	Ursula Bartel
<b>Friedrich Graf von Westphalen &amp; Partner</b>	Morton Douglas
<b>KNPZ</b>	Mathias Zintler
<b>Lichtenstein Körner &amp; Partner</b>	Kerstin Gründig-Schnelle
<b>LLR Legerlotz Laschet</b>	Markus Bagh
<b>Menold Bezler</b>	Manfred Hammer
<b>Rospatt Osten Pross</b>	Stephan von Petersdorff-Campen
<b>Schultz-Süchting</b>	Dirk Bruhn
<b>Siebeke Lange Wilbert</b>	Paul Lange
<b>SKW Schwarz</b>	Magnus Hirsch, Dorothee Altenburg

### HOFFMANN EITLE: ACTIVELY STRENGTHENING LITIGATION EXPERTISE



Wedig von der Osten-Sacken

Leaders: Wedig von der Osten-Sacken and Michaela Ring  
Established: 1892

**Track record:** The firm is defending a health and hygiene company against trademark infringement warnings from a competitor, preparing and filing protective briefs. It is also providing legal advice and representation to a Chinese car manufacturer regarding alleged trademark infringement in Germany and China.

**Team & differentiation:** Known for its patent prosecution work at the EPO and well respected for its life sciences practice, Hoffmann Eitle has a highly specialized trademark practice. It continuously develops expertise in litigation on top of prosecution, opposition and nullity work. It has a strong client base in Japan, the US, the UK, Germany, Scandinavia and, increasingly, China.



## IT & OUTSOURCING

### Germany Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>Noerr</b>	Peter Bräutigam, Joachim Schrey, Thomas Thalhofer
2 <b>CMS</b>	Malte Grützmaker, Axel Funk, Christian Runte, Markus Deck
<b>White &amp; Case</b>	Jost Kotthoff, Detlev Gabel
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	Michael Schmidl, Matthias Scholz
<b>Bird &amp; Bird</b>	Jörg-Alexander Paul, Alexander Duisberg, Sven-Erik Heun
<b>Freshfields Bruckhaus Deringer</b>	Matthias Koch, Jochen Dieselhorst
<b>SSW Schneider Schiffer Weiermüller</b>	Jochen Schneider, Isabell Conrad
<b>Taylor Wessing</b>	Axel Freiherr von dem Bussche, Christian Frank
<b>HIGHLY RECOMMENDED</b>	
<b>DLA Piper</b>	Jan Geert Meents
<b>Heymann &amp; Partner</b>	Thomas Heymann, Lars Lensdorf
<b>Hogan Lovells</b>	Marcus Schreiberbauer, Stefan Schuppert
<b>Osborne Clarke</b>	Konstantin Ewald, Flemming Moos
<b>SKW Schwarz</b>	Martin Schweinoch, Oliver Hornung
<b>RECOMMENDED</b>	
<b>Gleiss Lutz</b>	Stefan Weidert, Andreas Wehlau
<b>Görg</b>	Axel Czarnetzki, Florian Schmitz
<b>Heuking Kühn Lüer Wojtek</b>	Stephan Witteler
<b>Heussen</b>	Hermann Waldhauser
<b>JBB Lawyers</b>	Till Jaeger
<b>Jones Day</b>	Undine von Diemar
<b>Luther</b>	Michael Rath, Wulff-Axel Schmidt
<b>McDermott Will &amp; Emery</b>	Ralf Weisser, Wolfgang Freiherr Raitz von Frenzt
<b>Oppenhoff &amp; Partner</b>	Marc Hilber, Jürgen Hartung
<b>STRONG EXPERTISE</b>	
<b>Avocado</b>	Jan Peter Voß
<b>FPS</b>	Christian Hertz-Eichenrode, Oliver Wolff-Rojczyk
<b>Harmsen Utescher</b>	Till Lampel
<b>TCI</b>	Andreas Stadler, Thomas Stögmüller
<b>von Boetticher</b>	Anselm Brandi-Dohrn
<b>Waldeck</b>	Thomas Helmut Fischer





# ITALY

ITALY



## TMT

## Italy Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Goldman Sachs</b>	Mark Sorrell (Head of M&A, EMEA)
<b>Mediobanca</b>	Alessandro Bertani (Managing Director), Alessandro Erbanni (Director)
<b>Morgan Stanley</b>	Domenico Siniscalco (Vice Chairman), Stefano Bertagna De Marchi (Vice President)
<b>EXCELLENT</b>	
<b>HSBC</b>	Marzio Perrelli (CEO, Italy)
<b>PwC</b>	Marco Tanzi Marlotti (Partner, M&A)
<b>HIGHLY RECOMMENDED</b>	
<b>Altium Capital</b>	Carlo Dawan (Managing Director)
<b>Axon Partners Group</b>	Francisco Velazquez de Cuellar (Managing Partner), Dimitri Kallinis (Managing Partner)
<b>Banca IMI/Intesa Sanpaolo</b>	Mauro Micillo (CEO and Head of Corporate & Investment Banking)
<b>Lazard</b>	Matthieu Pigasse (Head of Global M&A)
<b>Rothschild</b>	Nigel Higgins (Co-Head of European Investment Banking)
<b>UniCredit Group</b>	Gianfranco Bisagni (Deputy Head of Corporate and Investment Banking)



## PATENT PROSECUTION

### Italy Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Buzzi, Notaro &amp; Antonielli d'Oulx</b>	F. Buzzi, G. Notaro, L. Bosotti
<b>Jacobacci &amp; Partners</b>	Giuseppe Quinterno
<b>Studio Torta</b>	Luigi Boggio
<b>EXCELLENT</b>	
<b>Barzanò &amp; Zanardo</b>	Alfredo Zanardo
<b>Botti &amp; Ferrari</b>	Mario Botti, Barbara Ferrari
<b>Modiano &amp; Partners</b>	Micaela N. Modiano
<b>Notarbartolo &amp; Gervasi</b>	Diego Pallini Gervasi
<b>SIB Societa Italiana brevetti</b>	Elisabetta Papa
<b>HIGHLY RECOMMENDED</b>	
<b>Bianchetti Bracco Minoja</b>	Giuseppe Bianchetti, Fabrizio Minoja
<b>Bugnion</b>	Marco Lissandrini, Cristina Biggi
<b>Dragotti &amp; Associati</b>	Gianfranco Dragotti, Roberto Pistolesi
<b>GLP</b>	Gilberto L. Petraz
<b>PGA</b>	Marco Ponzellini, Alessandro Galassi
<b>Porta Checcacci &amp; Associati</b>	Giorgio Checcacci
<b>Rapisardi intellectual Property</b>	Ugo Trojsi
<b>RECOMMENDED</b>	
<b>Cantaluppi &amp; Partners</b>	Stefano Cantaluppi
<b>Giambrocono &amp; C</b>	Fabio Giambrocono
<b>Gregorj</b>	Luca Fiorentino
<b>LGV</b>	Luigi Goglia
<b>Luppi Crugnola &amp; Partners</b>	Pietro Crugnola
<b>Manzella &amp; Associati</b>	Giovanni Manzella
<b>Marchi &amp; Partners</b>	Stefano Colombo
<b>Martegani &amp; Partners</b>	Franco Martegani, Maurizio Giuli
<b>Praxi IP</b>	Ferruccio Postiglione
<b>Racheli</b>	Aldo Petruzzello
<b>Studio Bonini</b>	Ercole Bonini

#### STUDIO TORTA: OUTSTANDING YEAR FOR A LONG-ESTABLISHED LEADER



Luigi Boggio

Leader: Luigi Boggio  
Established: 1879

**Track record:** The firm has a highly impressive client base. The size of the IP portfolio administered by Studio Torta is about 65,000 patents and 25,000 trademarks. Key clients are; Ansaldo Energia, STMicroelectronics, FCA including Fiat, Chrysler and Magneti Marelli, Ferrari, Mitsubishi Heavy Industries, Leonardo group (formerly Finmeccanica) and Bridgestone.

**Team & differentiation:** Studio Torta has offices in Turin, Milan, Rome, Bologna, Treviso, Rimini and a liaison office in Munich. The team has 54 attorneys and 37 partners. The multicultural backgrounds of its professionals is a key factor that differentiate Studio Torta from other firms. Besides the core business of IP prosecution, the firm has a substantial litigation, web enforcement, and customs enforcement practice.



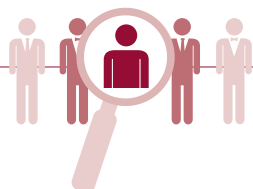
## TRADEMARK PROSECUTION

### Italy Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Jacobacci &amp; Partners</b>	Gabriele Borasi, Enrico Riccardino
<b>SIB Societa Italiana brevetti</b>	Fabrizio De Benedetti
<b>EXCELLENT</b>	
<b>Barzanò &amp; Zanardo</b>	Alfredo Zanardo, Alessandra Tedesco
<b>Buzzi, Notaro &amp; Antonielli d'Oulx</b>	F. Buzzi, G. Notaro, E. Antonielli d'Oulx
<b>Modiano &amp; Partners</b>	Micaela N. Modiano
<b>Studio Torta</b>	Maria Cristina Baldini, Raffaella Barbuto
<b>HIGHLY RECOMMENDED</b>	
<b>Botti &amp; Ferrari</b>	Caterina Spera
<b>Bugnion</b>	Donatella Prandin
<b>Giambrocono &amp; C</b>	Fabio Giambrocono
<b>GLP</b>	Gilberto L. Petraz
<b>Notarbartolo &amp; Gervasi</b>	Silvia Lazzarotto
<b>Porta Checcacci &amp; Associati</b>	Roberto Porta, Luca M. Geoni
<b>Racheli</b>	Michel Jolicoeur, Aldo Petruzzello*
<b>Rapisardi Intellectual Property</b>	Mariacristina Rapisardi
<b>RECOMMENDED</b>	
<b>Akran Intellectual Property</b>	Andrea Klein
<b>Dragotti &amp; Associati</b>	Gianfranco Dragotti
<b>Gregorj</b>	Ferruccio Postiglione
<b>LGV</b>	Alessandro Bura, Alessandro Merolla
<b>Luppi Crugnola &amp; Partners</b>	Pietro Crugnola
<b>Manzella &amp; Associati</b>	Giovanni Manzella
<b>Marchi &amp; Partners</b>	Dino Citelli
<b>Martegani &amp; Partners</b>	Alberto Giordano
<b>PGA</b>	Riccardo Gioia

\*Engineer



#### METHODOLOGY

##### Criteria:

- Recognition & reputation of the firm in its market
- Team Size: seniority, education & training level of partners, associates and counsel
- Volume, nature and quality of the cases handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

##### In the course of our research, we gather detailed information from diverse sources:

Law firms: through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

Clients: we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

Qualified third-parties: we collect the opinion of professionals who are neither clients nor competitors, such as: Innovation consultants, Venture Capital funds, Academics, IP Valuation Firms, etc.



## IP LITIGATION

### Italy Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>1</b> Bird & Bird	Giovanni Galimberti, Massimiliano Mostardini
Hogan Lovells	Luigi Mansani, Giovanni Ghirardi
<b>2</b> IP Law Galli	Cesare Galli, Mariangela Bogni
Trevisan & Cuonzo Avvocati	Luca Trevisan, Gabriel Cuonzo
<b>EXCELLENT</b>	
<b>1</b> Avvocati Associati Franzosi Dal Negro Setti	Mario Franzosi
Orsingher Ortu	Matteo Orsingher, Fabrizio Sanna
Studio Vanzetti e Associati	Adriano Vanzetti, Giulio Sironi
<b>2</b> BonelliErede	Giovanni Guglielmetti, Tommaso Faelli
Chiomenti	Paolo Bertoni
Dentons	Giovanni Casucci
DLA Piper	Gualtiero Dragotti, Roberto Valenti
LGV	Luigi Goglia, Simona Lavagnini
NCTM	Lorenzo Attolico, Paolo Lazzarino
Pavia e Ansaldo	Gian Paolo Di Santo
Spheriens	Pier Luigi Roncaglia
<b>HIGHLY RECOMMENDED</b>	
Clifford Chance	Monica Riva
De Berti Jacchia	Roberto Jacchia, Maria Cristina Franchini
De Simone & Partners	Domenico De Simone
Gianni, Origoni, Grippo, Cappelli & Partners	Nino Di Bella
Studio Legale Giove	Luca Giove
LCA	Gianluca De Cristofaro
Legance	Paolo Marzano
Lombardi Segni e Associati	Renato Bocca
Maschietto Maggiore Besseghini	Massimo Maggiore
MilaLegal Mina Lanfranconi & Associati	Elisabetta Mina, Marina Lanfranconi
Mondini-Rusconi Studio Legale	Giorgio Mondini, Giuseppe Rusconi
Portolano Cavallo	Micael Montinari, Ernesto Apa
Herbert Smith	Laura Orlando
Studio Legale Jacobacci & Associati	Fabrizio Jacobacci
Studio legale Sena e Tarchini	Paola Tarchini, Giuseppe Sena
<b>RECOMMENDED</b>	
Corona-Catelli	Sandro Corona, Vittorio Catelli
Gattai, Minoli, Agostinelli & Partners	Licia Garotti
Ghidini, Girino & Associati	Gustavo Ghidini
Studio Legale Ilardi	Pietro Ilardi
Studio Legale Maggi	Michela Maggi
Martini Manna Avvocati	Luigi Manna, Elena Martini
Parini Andreolini Cupido	Francesca Andreolini
Rapisardi & Ginevra	Alfio Rapisardi, Carlo Ginevra
Scarpellini Naj-Oleari & Associati	Marella Naj-Oleari
Sindico Serantoni	Domenico Sindico
Tornato Prado	Carlo Maria Prado, Alberto Tornato
Withers	Ida Palombelli



Our analysis

**LGV:  
DEDICATED IP LAWYERS**



Luigi Goglia

Leaders: Luigi Goglia and Simona Lavagnini  
Established: 2003

**Track record:** LGV Avvocati law firm's clients are highly diverse and include national and international companies operating in the fields of IT, telecommunications, automotive, spare parts and/or components, pharma, cosmetics, software, music and video games as well as proprietors of important trademarks. The firm is well known for its experience in litigation.

**Team & differentiation:** Team spirit and internal growth are key factors for this dynamic group. Tankred Thiem was recently appointed to partner. He deals with a wide range of IP law, unfair competition, license contracts and contract law in general, know-how, privacy, e-commerce and he is also in charge of the firm's German desk.

**LOMBARDI SEGNI:  
STRONG LIFE-SCIENCES LITIGATION EXPERTISE**



Renato Bocca

Leader: Renato Bocca  
Established: 2004

**Track record:** The firm advises mainly on litigation related to the protection of patents, trademarks, confidential information, design rights, copyrights, life sciences and unfair competition. Renato Bocca was the key partner representing Bayer in a case related to misleading advertising.

**Team & differentiation:** Well known in the market for its talented litigators in the financial sector, the firm operates its IP practice with a team of two partners and seven associates dedicated to the complete range of IP law. Partner Manuela Soligo has a strong litigation background, while Renato Bocca has developed significant experience handling arbitration.

**SPHERIENS:  
NEW NAME, SAME OLD EXCELLENCE**



Pierluigi Roncaglia

Leader: Pierluigi Roncaglia  
Established: 2018

**Track record:** From its inception, fashion and luxury goods have been at the core of the firm's business. Beside its outstanding reputation in the trademark industry, the firm's partners handle a broad spectrum of IP rights including patents, domain names, design and models, copyright, counterfeiting and has branched out into data protection related issues.

**Team & differentiation:** Previously known as Siblegal, the group has chosen a new corporate identity to better communicate its modern vision of the legal profession. Spheriens has offices in Florence, Milan and Rome. The firm is well-known in the market for representing the most prestigious Italian brands.

**IP LAW GALLI:  
FIRST CLASS BOUTIQUE**

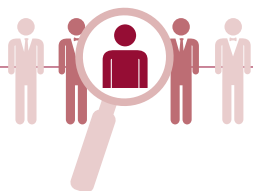


Cesare Galli

Leader: Cesare Galli  
Established: 2004

**Track record:** A benchmark for quality in the market, IP Law Galli acts for clients such as Bulgari, Biomet, Mazars, Prada, Pedrali, Dover Corporation Europe and Sigma Tau, providing judicial and extrajudicial consultancy on patents, life sciences, trademarks, design, domain names, unfair competition, appellation of origin, protection of classified information, advertising and marketing and antitrust law.

**Team & differentiation:** The firm has a large presence in the north of Italy with offices in Milan, Brescia, Verona and Parma. Professor Cesare Galli teaches IP law at the University of Parma, he is an active AIPPI member and an author of several publications dedicated to IP law and is one of the highest profile members in the Italian IP community. Mariangela Bogni is praised for her contentious work for the pharma industry.



METHODOLOGY

**Criteria:**

- Recognition & reputation of the firm in its market
- Team Size: seniority, education & training level of partners, associates and counsel
- Volume, nature and quality of the cases handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

**In the course of our research, we gather detailed information from diverse sources:**

**Law firms:** through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

**Clients:** we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

**Qualified third-parties:** we collect the opinion of professionals who are neither clients nor competitors, such as: Innovation consultants, Venture Capital funds, Academics, IP Valuation Firms, etc.



## COPYRIGHT

### Italy Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
LGV	Simona Lavagnini
Orsingher Ortu	Matteo Orsingher
<b>EXCELLENT</b>	
Legance	Paolo Marzano
Mondini-Rusconi Studio Legale	Giorgio Mondini
NCTM	Lorenzo Attolico
Studio Ubertazzi	Luigi Carlo Ubertazzi
<b>HIGHLY RECOMMENDED</b>	
D'Ammassa & Partners	Giovanni D'Ammassa
DLA Piper	Roberto Valenti
Gianni Origoni Grippo Cappelli & Partners	Luca Rinaldi
R&P Legal	Pierluigi De Palma
Studio Legale Pojaghi	Gianluca Pojaghi
Studio Previti	Stefano Previti

#### LEGANCE: INTEGRATED AND INNOVATIVE APPROACH TO IP



Paolo Marzano

Leader: Paolo Marzano  
Established: 2007

**Track record:** Legance's IP department match the high standards of quality delivered by the firm, representing local and international clients across the entire spectrum of IP law with a particular focus on copyright, entertainment, design and fashion law, on both judicial and extrajudicial issues, providing legal opinions and advising on transfer agreements and intellectual-property rights licences.

**Team & differentiation:** Paolo Marzano heads Legance's IP department. He is professor of intellectual property at the LUISS Guido Carli University in Rome, and has been president of the permanent advisory committee for copyright at the Ministry of Cultural Heritage. Co-director of the oldest Italian copyright law review, *Il Diritto d'Autore*, he leads a team of four lawyers.



## MEDIA

### Italy Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Dentons	Giangiacoimo Olivi
Orsingher Ortu	Domenico Colella, Matteo Orsingher, Fabrizio Sanna, Marco Consonni
Portolano Cavallo	Francesco Portolano, Ernesto Apa
R&P Legal	Francesca Lodigiani, Pierluigi De Palma
<b>EXCELLENT</b>	
Bird & Bird	Arturo Leone
Chiomenti	Stefania Bariatti
MilaLegal Mina Lanfranconi & Associati	Elisabetta Mina, Marina Lanfranconi, Mariangela Liuzzi
Mondini-Rusconi Studio Legale	Giorgio Mondini, Silvia Mondini Vitiello, Giuseppe Rusconi
Tavella Studio di Avvocati	Massimo Tavella
<b>HIGHLY RECOMMENDED</b>	
Baker McKenzie	Lorenzo de Martinis
Carnelutti	Luca Arnaboldi, Roberta Mollica
Cugia Cuomo & Associati	Fabrizio Cugia Di Sant'Orsola
Dike Legal	Maria Francesca Quattrone
E-Lex	Giovanni Maria Riccio
Gallavotti Bernardini & Partners	Antonio Bernardini
Gattai, Minoli, Agostinelli & Partners	Licia Garotti
Gianni Origoni Grippo Cappelli & Partners	Luca Rinaldi
M&R Europe	Stephanie Rotelli, Costantino Monteleone
Munari Cavani	Alessandro Munari
Studio Associato Amiconi	Marzia Amiconi
Studio Legale de Vergottini	Giovanni de Vergottini
Withers	Ida Palombella

#### ORSINGHER ORTU: HIGH-QUALITY ADVICE FOR THE MEDIA SECTOR



Marco Consonni

Leaders: Marco Consonni, Domenico Colella, Matteo Orsingher and Fabrizio Sanna  
Established: 2007

**Track record:** The IP department embraces all types of IP and IT matters, both as counsel and as litigator. The firm's client portfolio includes major international players in the media industry including TV and film production companies. With their creative approach, the team is also regularly consulted during M&A operations for due diligence and valuation of new technologies.

**Team & differentiation:** While Domenico Colella and Marco Consonni focus on outsourcing and TMT related matters, Matteo Orsingher and Fabrizio Sanna are in charge of IP law and its transactional aspects of the firm's work. The firm grew recently with the arrival of Federico Bonetti as partner in the corporate finance department and two new counsel in the litigation team.





## IT & OUTSOURCING

### Italy Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie</b>	Lorenzo de Martinis
<b>Dentons</b>	Giangiaco­mo Olivi
<b>Hogan Lovells</b>	Marco Berliri
<b>LGV</b>	Simona Lavagnini
<b>Orsinger Ort­u</b>	Marco Consonni, Domenico Colella
<b>EXCELLENT</b>	
<b>BonelliErede</b>	Alessandro Musella
<b>Dike Legal</b>	Maria Francesca Quattrone
<b>E-Lex</b>	Guido Scorza, Dario Reccia
<b>Freshfields</b>	Luca Ulissi
<b>IP Law Galli</b>	Cesare Galli
<b>Maschietto Maggiore Besseghini</b>	Massimo Maggiore
<b>NCTM</b>	Vittorio Nosed­a, Carlo Grignani
<b>Panetta &amp; Associati</b>	Rocco Panetta
<b>Portolano Cavallo</b>	Laura Liguori, Francesco Portolano
<b>Tavella Studio di Avvocati</b>	Massimo Tavella
<b>HIGHLY RECOMMENDED</b>	
<b>Gattai, Minoli, Agostinelli &amp; Partner</b>	Licia Garotti
<b>LCA</b>	De Cristofaro, Gian Paolo Coppola
<b>Lipani Catricalà &amp; Partners</b>	Roberto Ferraresi, Luigi Mazzoncini
<b>Martini Manna</b>	Elena Martini, Luigi Manna
<b>Mila Legal Mina Lanfranconi &amp; associati</b>	Elisabetta Mina, Marina Lanfranconi
<b>Mondini Rusconi Studio Legale</b>	Silvia Mondini e Giacomo Bonelli
<b>M&amp;R Europe</b>	Stephanie Rotelli et Costantino Monteleone
<b>Prosperetti &amp; Associati</b>	Eugenio Prosperetti
<b>Valli Mancuso &amp; Associati</b>	Andrea Valli
<b>Withers</b>	Ida Palombella

#### MASCHIETTO MAGGIORE BESSEGHINI: THE DIGITAL ECONOMY AT THE CORE OF THEIR BUSINESS



Massimo Maggiore

Leaders: Massimo Maggiore  
Established: 2007

**Track record:** The firm has known how to capitalize on its involvement in the digital economy sector, developing specific advice with regard to platform and software services in cloud computing, representing the leading players in the field. The team also offers its support in the field of data protection especially in the transfer of personal data both inter-company and between independent entities.

**Team & differentiation:** Massimo Maggiore, the firm's co-founder, has developed recognized expertise on sophisticated IP and IT matters. He is the author of numerous publications regarding IT law, copyright, open source, cloud computing and enforcement of completion law. Internal growth is key to the firm's strategy, partners Aurelio Assenza and Ruggero De Simone were promoted in 2016 in the IP and data protection practice.



# LUXEMBOURG

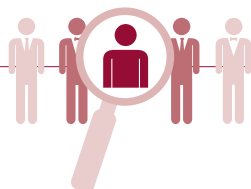


## IP PROSECUTION

### Luxembourg Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Denemeyer</b>	Robert Fichter, Olivier Lombardo, Manuel Schockmel, Stéphane Speich
<b>Office Freylinger</b>	Pierre Kihn, Henri Kihn, Romain Lambert, Olivier Laidebeur
<b>EXCELLENT</b>	
<b>Lecomte &amp; Partners</b>	Didier Lecomte, Janine Brandenburger
<b>Marks &amp; Clerk</b>	Luca Polverari
<b>Pronovem</b>	Armand Schmitt, Mathis Bruck, Caroline Guerin
<b>HIGHLY RECOMMENDED</b>	
<b>Corax IP</b>	Jean-Paul Wagner
<b>Distinctive IP</b>	Dominique Charlotte Crassaerts
<b>Patent 42</b>	Valérie Mellet



#### METHODOLOGY

##### Criteria:

- Recognition & reputation of the firm in its market
- Team Size: seniority, education & training level of partners, associates and counsel
- Volume, nature and quality of the cases handled by the firm
- Prestige, diversity and internationalization of the firm's client base
- Team expansion and revenue generated by the activity considered in the ranking

##### In the course of our research, we gather detailed information from diverse sources:

Law firms: through questionnaires and interviews, our team gets first-hand information about a firm's history, positioning, expertise and recent activity.

Clients: we solicit the feedback of several thousand General Counsel, IP Directors, Patents and Trademarks Counsel of domestic and multinational companies through anonymous questionnaires, meetings and phone interviews.

Qualified third-parties: we collect the opinion of professionals who are neither clients nor competitors, such as: Innovation consultants, Venture Capital funds, Academics, IP Valuation Firms, etc.

LUXEMBOURG



## IP LITIGATION

### Luxembourg Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
1 <b>Allen &amp; Overy</b>	Katia Manhaeve
<b>Decker &amp; Braun</b>	Nicolas Decker, Marianne Decker
<b>EXCELLENT</b>	
<b>Arendt &amp; Medernach</b>	Sophie Wagner-Chartier
<b>/c Law</b>	Claire Léonelli, Elisabeth Guissart
<b>NautaDutilh</b>	Vincent Wellens
<b>HIGHLY RECOMMENDED</b>	
<b>Bonn Steichen &amp; Partners</b>	Anne Morel
<b>LG Avocats</b>	Hervé Wolff
<b>MNKS</b>	Audrey Rustichelli
<b>Thewes &amp; Reuter</b>	Marc Thewes
<b>Wildgen</b>	Emmanuelle Ragot

#### BONN STEICHEN & PARTNERS: ATTENTIVE TO CLIENTS' EVERY NEED



Anne Morel

Leader: Anne Morel  
Established: 2012

**Track record:** Recent highlights include defending a supplier in the automotive industry, against which a former employee brought a litigation to claim ownership of a patent. As a result of the action, BSP's client recovered rights on the invention. The firm also assisted a Luxembourg mobile phone operator in a trademark litigation. Its track record in data protection law is also to be noted.

**Team & differentiation:** The firm sees client's IP rights as part of their most valuable assets and is dedicated to protecting their interests, combining legal protection with both tax and financial optimization. The team, led by Anne Morel, acts as close as possible to its clients, always attentive to their needs, on both advice and litigation.

#### ALLEN & OVERY: DISTINGUISHED AND DYNAMIC PRACTICE



Katia Manhaeve

Leader: Katia Manhaeve  
Established: 1990  
(Luxembourg office)

**Track record:** Allen & Overy Luxembourg regularly advises in some of the most complex and high-profile cases in the Benelux region, including before the General Court of the European Union and the Court of Justice of the European Union. Clients vary from banking, e-commerce and retail to telecoms and energy.

**Team & differentiation:** Despite being part of a large international full-practice firm, the IP practice of Allen & Overy in Luxembourg has the distinction of serving both domestic clients on local issues and multinationals on cross-border subjects, being both independent and providing support to other practices. Practice head Katia Manhaeve is president of AIPPI's Luxembourg chapter.



## IT & OUTSOURCING

### Luxembourg Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Allen &amp; Overy</b>	Catherine Di Lorenzo*
<b>/c Law</b>	Cyril Pierre-Beausse, Claire Léonelli
<b>EXCELLENT</b>	
<b>Arendt &amp; Medernach</b>	Sophie Wagner-Chartier
<b>NautaDutilh</b>	Vincent Wellens
<b>HIGHLY RECOMMENDED</b>	
<b>Bird &amp; Bird</b>	Cathy-Rosalie Joly
<b>LG Avocats</b>	Hervé Wolff
<b>Wildgen</b>	Emmanuelle Ragot
<b>RECOMMENDED</b>	
<b>AMMC Law</b>	Christophe Maillard
<b>Bonn &amp; Schmitt</b>	Alain Grosjean
<b>Bonn Steichen &amp; Partners</b>	Anne Morel, Aleksandra Gucwa**
<b>DCL Avocats</b>	Dorothee Ciolino
<b>DLA Piper</b>	Olivier Reisch
<b>Elvinger, Hoss &amp; Prussen</b>	Patrick Santer, Linda Funck
<b>MNKS</b>	Katia Scheidecker, Audrey Rustichelli

\*Counsel \*\*Senior associate

#### DCL AVOCATS: AVAILABILITY, ACCOUNTABILITY AND QUALITY



Dorothee Ciolino

Leader: Dorothee Ciolino  
Established: 2009

**Track record:** DCL Avocats is a boutique Luxembourg firm that serves entrepreneurs as well as large companies with tailor-made advice in the technology domain, examples include deploying websites and internet charters, negotiating and drafting software and database development contracts, as well as data protection. Clients are mainly from the financial and IT industries.

**Team & differentiation:** The boutique is founded on entrepreneurial spirit and a willingness to build a direct and durable relationship with clients. Partner Dorothee Ciolino primarily assists clients from the financial sector with their implantation and daily operations in Luxembourg, with particularly solid experience in laws relating to payment services and electronic money.

#### /C LAW: OUTSTANDING IT BOUTIQUE



Cyril Pierre-Beausse

Leaders: Cyril Pierre-Beausse and Claire Léonelli  
Established: 2013

**Track record:** The firm regularly advises banks, trust offices, funds and insurance companies on IT outsourcing projects, and accompanies Luxembourg public authorities on IT, data protection and digital trust. A number of heavyweight clients have for many years entrusted the firm with their data protection strategy, including a global e-commerce leader, reputed airline companies and electronics giants.

**Team & differentiation:** Founding partner Cyril Pierre-Beausse previously led Allen & Overy's Luxembourg IT and global data protection practice and is widely recognized as a top-notch expert working at the intersection of IT and legal issues. Following the recent arrivals of Elisabeth Guissart and Raymond Faber, the firm intend to bring in new partners to offer a more comprehensive range of services.



# NETHERLANDS



## PATENT PROSECUTION

### Netherlands Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>De Vries &amp; Metman</b>	Kajo Metman, Arnt Aalbers, Ferry van Looijengoed
<b>NLO</b>	David Bot, Bart Swinkels
<b>V.O.</b>	Cees Jansen
<b>EXCELLENT</b>	
<b>AOMB</b>	Ernest Baeten
<b>Arnold &amp; Siedsma</b>	Addick Land, Arjen Hooiveld, Petri van Someren
<b>HIGHLY RECOMMENDED</b>	
<b>EP&amp;C</b>	Johan Volmer, Hendrik Jan Brookhuis
<b>Los &amp; Stigter</b>	Jacques van Breda, Leon Vogels
<b>Patentwerk</b>	Hein van den Heuvel
<b>Vriesendorp &amp; Gaade</b>	Franklin Geurts, Bas Peters

## TRADEMARK PROSECUTION

### Netherlands Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Gevers</b>	Andries Quataert
<b>NLO</b>	Marlous Stal-Hilders
<b>Novagraaf</b>	Marlou van de Braak
<b>EXCELLENT</b>	
<b>AOMB</b>	Anne Laarman
<b>Chiever</b>	Alice Slabbaert
<b>Knijff &amp; Partners</b>	Trix Ockeloen-Kruit, Daan Teeuwissen, Boudewijn van Vondelen
<b>Pronovem</b>	Nicole Desmet, Dominique Rifon
<b>HIGHLY RECOMMENDED</b>	
<b>Arnold &amp; Siedsma</b>	Joop Elzas
<b>Cabinet Bede</b>	Laurent Overath
<b>De Merkpplaats</b>	Alphons Geerlings, Albert Lestrade
<b>Dennemeyer &amp; Associates</b>	Maryse Heirend
<b>Los &amp; Stigter</b>	Jacques van Breda
<b>Signify</b>	Peter van der Wees
<b>Vriesendorp &amp; Gaade</b>	Franklin Geurts



## IP LITIGATION

## Netherlands Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Brinkhof</b>	Kurt Stöpetie, Richard Ebbink
<b>De Brauw Blackstone Westbroek</b>	Koen Limperg, Gertjan Kuipers, Tobias Cohen Jehoram, Jan Pieter Hustinx
<b>Hoyng Rokh Monegier</b>	Willem Hoyng, Bart van den Broek, Simon Dack
<b>EXCELLENT</b>	
<b>Bird &amp; Bird</b>	Armand Killan, Wouter Pors
<b>DLA Piper</b>	Niels Mulder
<b>Freshfields Bruckhaus Deringer</b>	Peter Hendrick, Rutger Kleemans
<b>Hogan Lovells</b>	Marc Wallheimer*, Bert Oosting
<b>Klos</b>	Sven Klos, Antoon Quaadvlieg, Josine van den Berg
<b>Simmons &amp; Simmons</b>	Bas Berghuis van Woortman
<b>HIGHLY RECOMMENDED</b>	
<b>BarentsKrans</b>	Marleen Van den Horst
<b>Boekx Advocaten</b>	Marc de Boer
<b>Bureau Brandeis</b>	Christiaan A. Alberdingk Thijm
<b>Hofhuis Alkema Groen</b>	Adonna Alkema, Arnout Groen, Jesse Hofhuis
<b>Houthoff</b>	Thomas de Weerd
<b>Kennedy Van der Laan</b>	Alfred Meijboom, Maarten Schut
<b>NautaDutilh</b>	Charles Gielen
<b>SOLV Advocaten</b>	Wanda van Kerkvoorden
<b>Van Diepen Van der Kroef</b>	Marco R. Gerritsen
<b>Vondst</b>	Tjeerd Overdijk, Otto Swens
<b>RECOMMENDED</b>	
<b>AKD</b>	Huib Berendschot, Peter Claassen, Martin Hemmer
<b>CMS</b>	Willem Hoorneman
<b>Hoogenraad &amp; Haak</b>	Maarten Haak
<b>Leeway</b>	Remco van Leeuwen
<b>Le Poole &amp; Bekema</b>	Bas Le Poole
<b>Ploum</b>	Willem Leppink
<b>Van Doorne</b>	Kriek Wille
<b>Ventoux</b>	Dick van Engelen, Susan Kaak

\*Of counsel

### BRINKHOF: FIRST CLASS BOUTIQUE



Kurt Stöpetie

Leaders: Kurt Stöpetie and Richard Ebbink  
Established: 2005

**Track record:** The boutique assists its clients with the full range of IP issues, both litigating and advising in patent, trademark, design and advertising. It also has in-depth expertise in the pharma/biotech and healthcare sectors. Brinkhof has defended an American vendor of medical equipment, against preliminary injunction proceedings brought by B. Braun concerning the sale of hypodermic needles to hospitals.

**Team & differentiation:** The firm has a strong reputation in intellectual property, innovation and TMT, with heavy focus on innovation, technology and market regulation, benefiting its national and international clientele. The partners at Brinkhof are also renowned in the Netherlands and beyond for being excellent litigators.

### DE BRAUW BLACKSTONE WESTBROEK: PERFECT MIX OF TRADITION AND INNOVATION



Koen Limperg

Leaders: Koen Limperg, Tobias Cohen Jehoram and Gertjan Kuipers  
Established: 1871

**Track record:** Longtime advisor to Dutch consumer electronics company Philips, De Brauw assists most of the major multinationals with headquarters in the Netherlands in all aspects of their IP and commercial issues. They have accumulated experience in trademark, trade name law, patent law, copyright and design, as well as licensing. Database law and unfair competition, advertising law and promotion are also part of the firm's daily work.

**Team & differentiation:** Koen Limperg was a research fellow at the Max Planck Institute for Intellectual Property, Competition Law and Tax Law and his team benefits from his deep understanding of the sector and its progression. Koen's practice notably includes conflict resolution via litigation, negotiation, mediation and arbitration.





## IT & OUTSOURCING

### Netherlands Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Allen &amp; Overy</b>	Herald Jongen
<b>Brinkhof</b>	Quinten Kroes
<b>De Brauw Blackstone Westbroek</b>	Tobias Cohen Jehoram
<b>Kennedy Van der Laan</b>	Joost Linnemann, Reinoud Westerdijk, Patrick Wit
<b>Van Doorne</b>	Kees Stuurman, Bart van Reeken
<b>EXCELLENT</b>	
<b>Bird &amp; Bird</b>	Marjolein Geus, Roelien van Neck, Jeroen van der Lee
<b>Houthoff</b>	Thomas de Weerd
<b>Hoyng Rokh Monegier</b>	Bart van den Broek
<b>SOLV Advocaten</b>	Wanda van Kerkvoorden, Menno Weij
<b>Vondst</b>	Polo van der Putt
<b>HIGHLY RECOMMENDED</b>	
<b>NautaDutilh</b>	Piet Sippens Groenewegen
<b>Project Moore Advocaten</b>	Jeroen Koëter, Christian van Seeters, Lieneke Viergever, Eva Visser
<b>Stibbe</b>	Judica Krikke
<b>Van Benthem &amp; Keulen</b>	Robert Boekhorst
<b>Ventoux</b>	Reinout Rinzema
<b>RECOMMENDED</b>	
<b>DLA Piper</b>	Joris Willems
<b>Freshfields Bruckhaus Deringer</b>	Peter Hendrick
<b>Hogan Lovells</b>	Marc Wallheimer
<b>Loyens &amp; Loeff</b>	Serge Zwanen

#### VAN DOORNE: TAILOR-MADE ADVICE



Kees Stuurman

Leader: Kees Stuurman  
Established: 1930

**Track record:** The team has strong expertise in complex ICT projects, and works closely with ICT and other professionals involved in ITC transactions, such as finance and management. The team's scope also encompasses e-commerce, open-source, privacy, ICT-security and IT-governance. Its approach attracts clients from among major market players.

**Team & differentiation:** With around one hundred and seventy five lawyers, Van Doorne has the depth and breadth to advise clients in a wide range of legal matters. The firm's IP and IT practices are closely entwined. An internationally recommended authority, Kees Stuurman is also a professor at Tilburg University.



# PORTUGAL



## PATENT PROSECUTION

### Portugal Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
A.G. da Cunha Ferreira	Fernando Ferreira Magno, António Pissarra Machado
J. Pereira da Cruz	João Pereira da Cruz
J.E. Dias Costa	José De Sampaio, Isabel Carvalho Franco
<b>EXCELLENT</b>	
Abreu Advogados	César Bessa Monteiro
Gastão Cunha Ferreira	Manuel Moniz Pereira
RCF Protecting Innovation	Jorge Faustino, Andreia Pereira
<b>HIGHLY RECOMMENDED</b>	
Baptista, Monteverde & Associados	Filipe Baptista, Paolo Monteverde
Clarke Modet & Co.	Adriana Esteves
DLA Piper	Carmina Cardoso
Garrigues	Monica Arizti Acha*
Morais Leitão, Galvão Teles, Soares da Silva & Associados	Antonio Pinto Leite, Vasco Stilwell d'Andrade
PLMJ	Ana Teresa Pulido
Simões Garcia Corte-Real & Associados	Alberto Taveres Dias
VdA	António Andrade

\*Based in Spain

## TRADEMARK PROSECUTION

### Portugal Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
A.G. da Cunha Ferreira	Dina Pereira
J. Pereira da Cruz	João Pereira da Cruz
RCF Protecting Innovation	João Jorge, Pedro Alves Moreira
<b>EXCELLENT</b>	
Abreu Advogados	César Bessa Monteiro, Ricardo Henriques
Baptista, Monteverde & Associados	Paulo Monteverde
Garrigues	Francisca Ferreira Pinto
Gastão Cunha Ferreira	Manuel Moniz Pereira
J.E. Dias Costa	Ana de Sampaio
PLMJ	Ana Teresa Pulido
<b>HIGHLY RECOMMENDED</b>	
Clarke Modet & Co.	Laura Azevedo
Elsa Marcelo Advogados	Elsa Marcelo
Gómez-Acebo & Pombo	Gonçalo Paiva e Sousa
Simões Garcia Corte-Real & Associados	António Corte-Real
SRS Advogados	Gonçalo Moreira Rato



## IP LITIGATION

### Portugal Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Abreu Advogados</b>	César Bessa Monteiro, Ricardo Henriques, Armando Martins Ferreira
<b>CMS Rui Pena &amp; Arnaut</b>	José Luís Arnaut, Miguel Quintans
<b>Garrigues</b>	João Paulo Miranda de Sousa, Isabel Bairrão
<b>PLMJ</b>	Manuel Lopes Rocha
<b>Yolanda Busse, Oehen Mendes &amp; Associados</b>	Manuel Oehen Mendes
<b>EXCELLENT</b>	
<b>Anselmo Vaz, Afra &amp; Associados</b>	Ana Rita Painho, Teresa Anselmo Vaz
<b>Baptista, Monteverde &amp; Associados</b>	Paulo Monteverde, Filipe Teixeira Baptista, Cláudia Tomás Pedro
<b>VdA</b>	António Andrade, António de Magalhães
<b>HIGHLY RECOMMENDED</b>	
<b>Caiado Guerreiro</b>	Ricardo Costa Macedo
<b>CCA Ontier</b>	Martim Menezes
<b>Cuatrecasas</b>	Leonor Chastre
<b>DLA Piper</b>	João Costa Quinta
<b>Linklaters</b>	Carlos Pinto Correia
<b>Morais Leitão, Galvão Teles, Soares da Silva &amp; Associados</b>	António Pinto Leite, Vasco Stilwell d'Andrade
<b>Simões Garcia Corte-Real &amp; Associados</b>	João Luis Garcia
<b>SRS Advogados</b>	Gonçalo Moreira Rato
<b>Uría Menéndez - Proença de Carvalho</b>	Francisco Brito e Abreu
<b>RECOMMENDED</b>	
<b>Elsa Marcelo Advogados</b>	Elsa Marcelo
<b>FCB Sociedade de Advogados</b>	Miguel Castelo Branco
<b>J. Pereira da Cruz</b>	Nuno Cruz, Maria Cruz Garcia
<b>Serra Lopes, Cortes Martins Advogados</b>	Inês Pinheiro

#### GARRIGUES: INTERNATIONAL FIRM OFFERING EXCELLENT FULL-SERVICE IP



João Paulo Miranda de Sousa

Leaders: João Paulo Miranda de Sousa, Isabel Bairrão and Francisca Ferreira Pinto  
Established: 2005

**Track record:** The team offers full IP services, including in contentious proceedings. They recently represented Decathlon Group in infringement proceedings after a competitor illegally reproduced and distributed one of their products. They also defended clothes retailer Cofermel in a copyright and unfair competition case brought by G Star Raw.

**Team & differentiation:** With offices in Lisbon and Porto, the Portuguese IP team is led by João Paulo Miranda de Sousa, who has 12 years of experience working with the European Trademark and Design Office. Offering a multilingual and multidisciplinary approach, Garrigues' lawyers provide expertise across various sectors to both local and international clients.

#### A.G. DA CUNHA FERREIRA: TOP QUALITY IP SERVICES FOR OVER A CENTURY



Luís Miguel da Cunha Ferreira

Leaders: Luís Miguel da Cunha Ferreira, Fernando Ferreira Magno, Dina Pereira and António Pissarra Machado  
Established: 1880

**Track record:** A.G. da Cunha Ferreira have been offering high-quality services on the Portuguese IP market for 138 years, and now have a presence in 52 countries and have managed the portfolios of certain clients for over a century. The firm prides itself on sophisticated and seamless counsel, with particular strength to be found in their domain names practice.

**Team & differentiation:** The firm is made up of five partners and is managed by Luís Miguel da Cunha Ferreira and Carlos Alexandre Ferreira Magno, both direct descendants of the founder. They are also members of various intellectual property organizations, such as the European Patent Office and the World Intellectual Property Organization.



## TMT

## Portugal Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Morais Leitão, Galvão Teles, Soares da Silva &amp; Associados</b>	João Alfredo Alfonso, Nuno Peres Alves
<b>PLMJ</b>	Manuel Lopes Rocha, Daniel Reis
<b>SRS Advogados</b>	Octávio Castelo Paulo, Luís Neto Galvão
<b>VdA</b>	Magda Cocco, Margarida Couto, Fernando Resina da Silva
<b>EXCELLENT</b>	
<b>CCA Ontier</b>	Domingos Mayer, Filipe Mayer, Martin Menezes
<b>CMS Rui Pena &amp; Arnaut</b>	José Luís Arnaut
<b>Cuatrecasas</b>	Leonor Chastre
<b>DLA Piper</b>	João Costa Quinta
<b>Garrigues</b>	João Paulo Miranda de Sousa
<b>HIGHLY RECOMMENDED</b>	
<b>Abreau Advogados</b>	Armando Martins Ferreira
<b>Anselmo Vaz, Afra &amp; Associados</b>	Ana Rita Painho
<b>BMA - Baptista Monteverde &amp; Associados</b>	Filipe Teixeira Baptista, Paulo Monteverde
<b>Gómez-Acebo &amp; Pombo</b>	Gonçalo Paiva e Sousa, Pedro Vilarinho Pires
<b>Macedo Vitorino &amp; Associados</b>	João de Macedo Vitorino
<b>Uría Menéndez - Proença de Carvalho</b>	Francisco Brito e Abreu
<b>RECOMMENDED</b>	
<b>Alves Pereira &amp; Teixeira de Sousa</b>	João Pedro Alves Pereira, Belén Granados
<b>Caiado Guerreiro</b>	Ricardo Costa Macedo, Ricardo Rodrigues Lopes
<b>João Ferreira Pinto &amp; Associados</b>	João Ferreira Pinto
<b>Sérvulo</b>	Rui Cardona Ferreira
<b>Yolanda Busse, Oehen Mendes &amp; Associados</b>	Rosário Marques, Manuel Oehen Mendes

### RCF PROTECTING INNOVATION: WELL-ESTABLISHED BOUTIQUE IP



Jorge Faustino

Leaders: Jorge Faustino, Pedro Alves Moreira, João Jorge and Andreia Pereira  
Established: 1929

**Track record:** RCF Protecting Innovation is recognized as one of the top providers of IP services in Portugal and the African Portuguese-speaking countries. Their impressive clientele is made up of important Portuguese firms, along with companies from the across the EU and Asia, all seeking a variety of specific IP services. RCF recently celebrated the opening of a new office in Rio de Janeiro.

**Team & differentiation:** The team is made up of 48 professionals, proficient in various languages, such as Portuguese, English, French and Spanish. Jorge Faustino heads up the patent and design department, which offers expertise across numerous industries and before global organizations, such as the European Patent Office.

### J. PERREIRA DA CRUZ: ATTENTION TO DETAIL

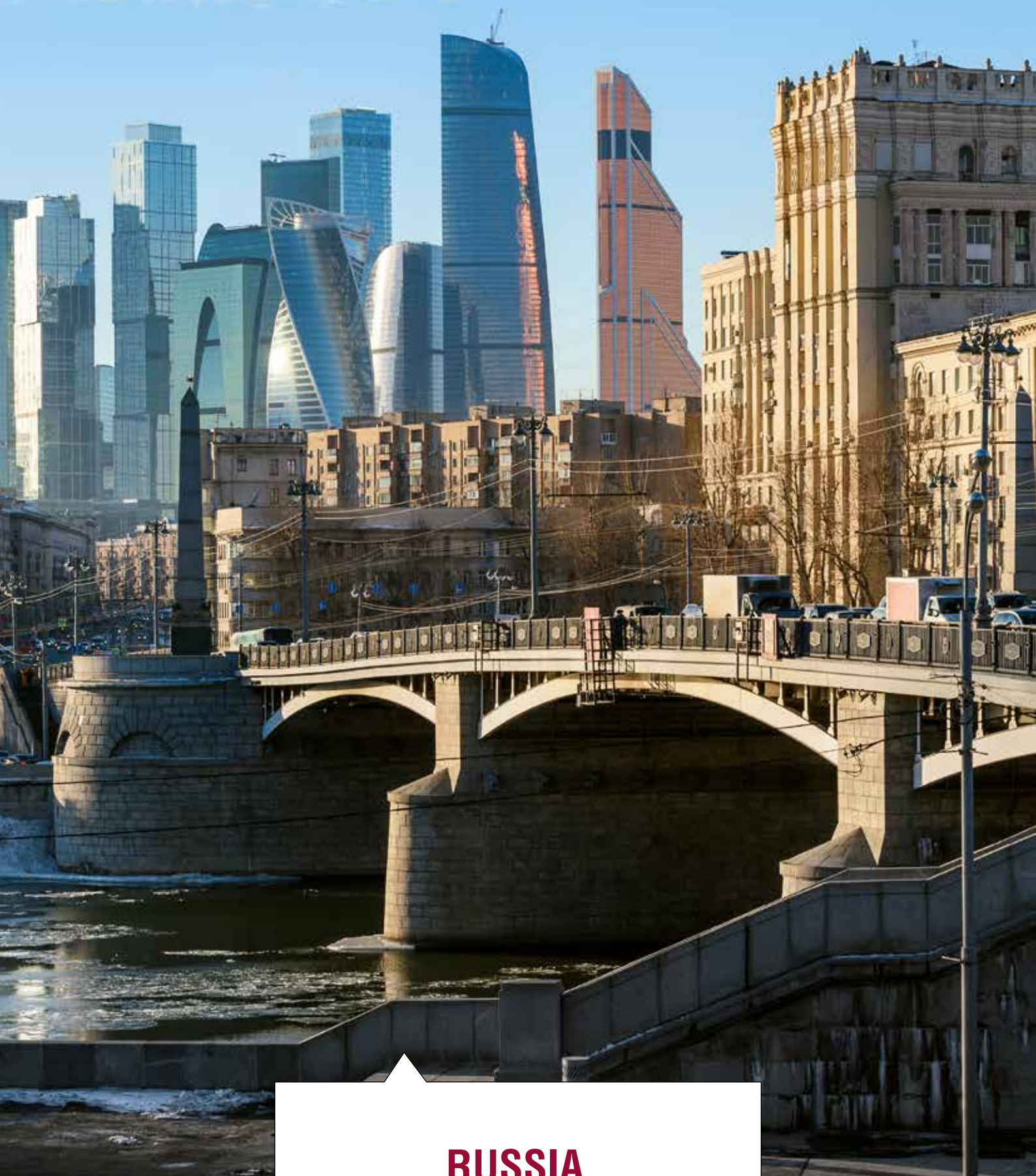


João Pereira da Cruz

Leaders: João Pereira da Cruz, Nuno Cruz and Maria Cruz Garcia  
Established: 1949

**Track record:** J Pereira da Cruz has historic roots as a family-run business, started over 60 years ago. The firm prides itself on its principles of quality, close communication and attention to detail, which founding partner Jorge Cruz holds in place. The team offer a wealth of expertise in both IP prosecution and litigation.

**Team & differentiation:** The firm is made up of 29 attorneys, with nine partners, 11 counsellors, three patent specialists and four managers. Partner João Pereira da Cruz is an honorary president of the Union of European Practitioners in Intellectual Property and a trademark specialist. Nuno Cruz is highly regarded in the Portuguese trademark dispute sphere.



# RUSSIA



## PATENT PROSECUTION

### Russia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Euromarkpat</b>	Irina Vesselitskaya, Maxim Vesselitsky
<b>Gorodissky &amp; Partners</b>	Yury Kuznetsov, Valery Medvedev, Elena Nazina
<b>EXCELLENT</b>	
<b>ARS Patent &amp; Trademarks</b>	Mikhail Khmara, Vladimir Rybakov
<b>Innotec</b>	Nadezhda Kovalchuk, Andreeva Nikolaevna
<b>Patentus</b>	Alexey Mikhailov
<b>Sojuzpatent</b>	Svetlana Felitsyna, Tamara Fomicheva
<b>HIGHLY RECOMMENDED</b>	
<b>Baranchikov IP &amp; IT Attorneys</b>	Alexander Baranchikov, Oleg Abramenko
<b>Ivanov Makarov &amp; Partners</b>	Mark Chizhenok, Olga Tikhonina
<b>Liapunov &amp; Co</b>	Veronica Liapunova, Anna Reznichenko
<b>Papula-Nevinpat</b>	Alexander Polikarpov, Viktor Pronyaev
<b>Patentica</b>	Olga Galygina, Maria Nilova
<b>Patent and Law Firm Yus</b>	Sergey Lovtsov, Maria Lovtsova
<b>Vakhnina &amp; Partners</b>	Alexey Vakhnin

## TRADEMARK PROSECUTION

### Russia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie</b>	Eugene Arieovich, Denis Khabarov
<b>Gorodissky &amp; Partners</b>	Sergey Dudushkin, Valery Medvedev, Vladimir Trey
<b>Sojuzpatent</b>	Svetlana Felitsina
<b>EXCELLENT</b>	
<b>Dentons</b>	Victor Naumov, Denis Voevodin
<b>Gowling WLG</b>	Alexander Christophoroff, Julianna Tabastajewa
<b>Patentus</b>	Larisa Grudina, Svetlana Andreeva
<b>HIGHLY RECOMMENDED</b>	
<b>Baranchikov IP &amp; IT Attorneys</b>	Alexander Baranchikov, Oleg Abramenko
<b>Egorov Puginsky Afanasiev &amp; Partners</b>	Pavel Sadovsky
<b>Goltsblat BLP</b>	Elena Trusova
<b>INTELS</b>	Anna Baglay, Elena Guerassimova
<b>Liapunov &amp; Co</b>	Ilya Liapunov, Anna Reznichenko
<b>Papula-Nevinpat</b>	Tatiana Kohopatskaya, Riikia Pالموس
<b>Patent and Law Firm Yus</b>	Sergey Lovtsov, Olesya Zakharova
<b>Zuykov &amp; Partners</b>	Victoria Makanova, Olga Plyasunova



## PATENT LITIGATION

### Russia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie</b>	Eugene Arieievich, Denis Khabarov
<b>Gorodissky &amp; Partners</b>	Vladimir Biriulin, Valery Medvedev
<b>Sojuzpatent</b>	Svetlana Felitsina, Maxim Mikhailov
<b>EXCELLENT</b>	
<b>Gowling WLG</b>	Alexander Christophoroff, Julianna Tabastajewa, Vladislav Ugryumov
<b>Hogan Lovells</b>	Natalia Gulyaeva, Julia Gurieva, Vironika Pilyugina
<b>Patentus</b>	Dmitry Markanov, Svetlana Andreeva
<b>HIGHLY RECOMMENDED</b>	
<b>Dentons</b>	Victor Naumov
<b>Egorov Puginsky Afanasiev &amp; Partners</b>	Ilya Nikiforov, Pavel Sadovksy
<b>Pepeliaev Group</b>	Valentina Orlova, Yuri Yahin
<b>Tilling Peters</b>	Ekaterina Tilling
<b>RECOMMENDED</b>	
<b>A.Zalesov &amp; Partners</b>	Aleksey Zalesov
<b>ALRUD Law Firm</b>	Maria Ostachenko
<b>ARS-Patent &amp; Trademarks</b>	Ilyana Lipatova, Vladimir Rybakov
<b>Ermakova Stoliarova &amp; Partners</b>	Elena Ermakova, Ekaterina Shlemova
<b>Goltsblat BLP</b>	Elena Trusova
<b>Ivanov Makarov &amp; Partners</b>	Mark Chizhenok, Dmitry Makarov
<b>KIAP</b>	Daria Chernysh
<b>Noerr</b>	Viktor Gerbutov
<b>Vakhnina &amp; Partners</b>	Alexey Vakhnin

#### PATENTUS: OUTSTANDING FULL-SERVICE IP BOUTIQUE



Dmitry Markanov

Leaders: Dmitry Markanov  
and Svetlana Andreeva  
Established: 2006

**Track record:** Boutique firm Patentus stands out in Russia in IP litigation matters, having filed 895 trademarks applications and litigated 85 court cases in 2017. The firm recently represented Europlast, the largest plastics manufacturer in Russia and is currently working on various trademark applications for a well-known Russian state company.

**Team & differentiation:** The team is led by Dmitry Markanov, a leading patent and trademark litigator. This year, Patentus welcomed Svetlana Andreeva who brings over 25 years of trademark prosecution expertise. Patentus caters to both European and Asian clients in IP registration and litigation in commercial courts and the Chamber for Patent Disputes.

#### GORODISSKY & PARTNERS: LEADING THE FIELD IN RUSSIAN IP LITIGATION



Vladimir Biriulin

Leaders: Vladimir Biriulin  
and Valery Medvedev  
Established: 1999

**Track record:** No. 1 in Russia for patent and trademark applications by quality and quantity, the firm represented clients in around 200 court hearings in 2016. Clients include Toyota, Pfizer and Canon. They advised the Russian Union of Auto Insurers on IP rights protection for their databases and acted for MICYS Company against a misleading trademark.

**Team & differentiation:** As the biggest IP law firm in Russia, the firm has 11 offices in Russia and in the Ukraine. Experienced IP litigator Vladimir Biriulin heads up the legal practice, which comprises 140 IP professionals. The firm provides a full range of IP services to major international, foreign and domestic companies.

#### LIAPUNOV & CO: BOUTIQUE IP FIRM OFFERING BESPOKE SERVICES



Anna Reznichenko

Leaders: Anna Reznichenko  
and Veronika Liapunova  
Established: 1994

**Track record:** Experts in patent filing and prosecution, Liapunov & Co specialize in the engineering and life sciences sectors. More than half of the firm's client portfolio is foreign and they were ranked among the top 10 firms in Russia for e-filing in 2016. Cases handled include the full invalidation of various Russian pharmaceutical patents for a client.

**Team & differentiation:** The firm comprises 18 patent attorneys and lawyers with a presence within 15 countries and offices in St Petersburg, Kiev, and Moscow. Liapunov prides itself on offering a fast, dedicated service, catering to the clients' individual needs. Managing partner Anna Reznichenko is a leading trademark attorney.





## TRADEMARK LITIGATION

### Russia Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie</b>	Eugene Arievidh, Denis Khabarov
<b>Gowling WLG</b>	David Ayles, Julianna Tabastajewa
<b>EXCELLENT</b>	
<b>Dentons</b>	Victor Naumov, Denis Voevodin
<b>Egorov Puginsky Afanasiev &amp; Partners</b>	Pavel Sadovsky
<b>Gorodissky &amp; Partners</b>	Vladimir Biriulin, Valery Medvedev
<b>Hogan Lovells</b>	Natalia Gulyaeva, Vironika Pilyugina
<b>Patentus</b>	Dmitry Markanov, Maria Mescheryakova
<b>HIGHLY RECOMMENDED</b>	
<b>Intellect-S</b>	Maxim Labzin, Evgeny Shestakov
<b>Goltsblat BLP</b>	Elena Trusova
<b>KIAP</b>	Daria Chernysh
<b>Pepeliaev Group</b>	Valentina Orlova, Yuri Yahin
<b>RECOMMENDED</b>	
<b>ALRUD Law Firm</b>	Maria Ostachenko
<b>DLA Piper</b>	Pavel Arievidh
<b>Noerr</b>	Viktor Gerbutov
<b>Zuykov &amp; Partners</b>	Aleksandra Pelikh, Olga Zhurid

#### BAKER MCKENZIE: TOP-NOTCH IP SERVICES WITH A GLOBAL PRESENCE



Denis Khabarov

Leader: Denis Khabarov  
Established: 1989

**Track record:** The Russian offices of this global law firm offer services in all aspects of intellectual property within the CIS and beyond. Major clients include Microsoft, Unilever and 3M. Recent cases have seen them represent a Swedish video-game developer seeking to cancel the use of the Minecraft trademark by a third party.

**Team & differentiation:** With offices in Moscow and Saint Petersburg, the intellectual property department of Baker McKenzie is made up of four partners and 22 other fully qualified lawyers. Denis Khabarov is highly respected in the field of intellectual property, offering general IP advice, as well as dispute resolution and anti-piracy.

#### GOWLING WLG: RUSSIAN IP SERVICES WITH A WESTERN FLAVOR



Julianna Tabastajewa

Leaders: Julianna Tabastajewa and David Ayles  
Established: 1992

**Track record:** The firm offers services in trademark and patent filings as well as IP litigation to international clients over virtually all industry sectors, covering Russia and the CIS. They have successfully advised major international firms, such as Volkswagen, Audi and recently represented Nestlé with regards to trademark protection against a major competitor.

**Team & differentiation:** Gowling's Moscow office has over 20 years' experience offering local expertise to a global clientele. Managing partner David Ayles is the only INTA certified alternative dispute resolution expert in Russia and Julianna Tabastajewa has made significant contributions to new domain-name regulations in the Russian Federation.



**SPAIN**



## TMT

### Spain Best Investment Banks

The firms are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Goldman Sachs</b>	Mark Sorrell (Head of M&A, EMEA)
<b>PwC</b>	Malcolm Lloyd (Partner, Head of Deals Division)
<b>Rothschild</b>	Nigel Higgins (Co-Head of European Investment Banking)
<b>UBS Investment Bank</b>	David Garcia-Lorenzana (Executive Director)
<b>EXCELLENT</b>	
<b>BNP Paribas</b>	Ramiro Mato (President)
<b>Citi</b>	Wilhelm Schulz (Head of M&A, EMEA)
<b>Deloitte</b>	Martin Reilly (Partner, Head of Corporate Finance)
<b>EY</b>	Arturo Derteano (Partner, Advisory), David Frias (Partner, Transaction Advisory Services)
<b>Eurohold</b>	Jean Francois Alandry (Managing Partner), Pascal Vieilledent (Managing Partner)
<b>Mediobanca</b>	Stefano Marsaglia (Co-Head of Corporate and Investment Banking), Juan Bejar (Director, Investment Banking)
<b>Oakley Advisory</b>	Christian Maher (Managing Partner), Chris Godsmark (Managing Partner)
<b>HIGHLY RECOMMENDED</b>	
<b>Altium Capital</b>	Manuel Sánchez de Lamadrid (Managing Director)
<b>BDO</b>	Oriol Tapias (Partner, Financial Advisory Services), Ana Fernandez-Velasco Miguel (Vice President, M&A)
<b>Jefferies</b>	Dominic Lester (Co-Head of European and Global Technology Investment Banking)
<b>KPMG</b>	Ignacio Faus (Partner, Deal Advisory), Jorge Riopérez (Partner, Corporate Finance)

SPAIN



## PATENT PROSECUTION

### Spain Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>ABG Patentes</b>	Francisco Bernardo, Juan Arias
<b>ZBM Patents &amp; Trademarks</b>	Anna Barlocchi, Bernabé Zea
<b>EXCELLENT</b>	
<b>Balder</b>	Olof Fickert, Magnus Stiebe
<b>Elzaburu</b>	Francisco Javier Saez, Pedro Saturio
<b>Herrero &amp; Asociados</b>	Jesús González
<b>HIGHLY RECOMMENDED</b>	
<b>Clarke Modet &amp; Co</b>	Carmen Sánchez-Puelles
<b>Curell Suñol</b>	Mireia Curell
<b>Pons IP</b>	Patricia Ramos
<b>RECOMMENDED</b>	
<b>Durán-Corretjer</b>	Luis-Alfonso Duran
<b>Jacobacci &amp; partners</b>	Ignacio Martinez
<b>Oficina Ponti</b>	Adelaide Ponti
<b>Yecora</b>	Ángels Yécora Gallastegui



## TRADEMARK PROSECUTION

### Spain Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Elzaburu</b>	Antonio Tavira, Enrique Armijo
<b>Herrero &amp; Asociados</b>	María Ángeles Moreno
<b>EXCELLENT</b>	
<b>Balder</b>	Olof Fickert
<b>Curell Suñol</b>	Mireia Curell
<b>Durán-Corretjer</b>	Luis-Alfonso Durán
<b>Pons IP</b>	Aberto Rabadán
<b>HIGHLY RECOMMENDED</b>	
<b>Carlos Polo &amp; Asociados</b>	Carlos Polo
<b>Clarke Modet &amp; Co</b>	José Manuel Marhuenda
<b>Isern Patentes Y Marcas</b>	Javier Isern
<b>RECOMMENDED</b>	
<b>Oficina Ponti</b>	Ricardo Guerras
<b>Sugrañes</b>	Elia Sugrañes
<b>Ungria</b>	Javier Ungria

SPAIN



## PATENT LITIGATION

### Spain Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Bird &amp; Bird</b>	Manuel Lobato, Antonio Cueto
<b>Clifford Chance</b>	Miquel Montañá
<b>Cuatrecasas Gonçalves Pereira</b>	Jorge Llévat
<b>Gomez-Acebo &amp; Pombo</b>	Gonzalo Ulloa Suelves, Eduardo Castillo San Martín
<b>Grau &amp; Angulo</b>	Alejandro Angulo, Jorge Grau
<b>EXCELLENT</b>	
<b>Amat &amp; Vidal-Quadras</b>	Miguel Vidal-Quadras
<b>Elzaburu</b>	Antonio Castán
<b>Hoyng Rokh Monegier</b>	Luis Fernández-Novoa
<b>Uria Menendez</b>	José Massaguer
<b>HIGHLY RECOMMENDED</b>	
<b>Abril Abogados</b>	Ignacio Temiño Ceniceros
<b>Baker McKenzie</b>	José Maria Méndez
<b>Balder</b>	Miguel Aznar
<b>Cremades &amp; Calvo-Sotelo</b>	Antonio Selas
<b>Garrigues</b>	João Miranda de Sousa
<b>Herrero &amp; Asociados</b>	Jesús González
<b>RECOMMENDED</b>	
<b>Baylos</b>	Pedro Merino Baylos
<b>Eversheds Sutherland</b>	Vicente Arias Máiz
<b>Hogan Lovells</b>	Ana Castedo

#### CUATRECASAS: DEDICATED MULTIDISCIPLINARY TEAM



Jorge Llévat

Leaders: Jorge Llévat, Álvaro Bourkaib, Alejandro Negro and Jorge Robles  
Established: 1917

**Track record:** Cuatrecasas' growing IP practice offers full coverage and has handled patent exploitation and infringement cases for Abezeta, Bella Aurora, BH Bikes, Bose France, Zobebe Group and Wallapop. The firm has a strong litigation team focused on the life sciences industry advising on IP, public law and dispute resolution issues. Clients include large international life sciences companies based in Spain.

**Team & differentiation:** With 30 dedicated lawyers, based in Madrid and Barcelona, Cuatrecasas has one of the largest intellectual property teams in the market. Álvaro Bourkaib has joined the firm as partner and IP group coordinator in Madrid. Along with Albert Agustino, the general IP area coordinator based in Barcelona, he will help strengthen the firm's commitment to economic digitalization.



## TRADEMARK LITIGATION

### Spain Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Bird &amp; Bird</b>	Manuel Lobato, Antonio Cueto
<b>Gomez-Acebo &amp; Pombo</b>	Gonzalo Ulloa Suelves, Eduardo Castillo San Martín
<b>Grau &amp; Angulo</b>	Alejandro Angulo, Jorge Grau
<b>Uria Menendez</b>	José Massaguer, Montiano Monteagudo
<b>EXCELLENT</b>	
<b>Baker McKenzie</b>	José María Méndez
<b>Clifford Chance</b>	Montserrat Lopez-Bellosta
<b>Cuatrecasas Gonçalvez Pereira</b>	Jorge Ilevat
<b>Elzaburu</b>	Enrique Armijo Chavarri
<b>Sol Muntañola &amp; Asociados</b>	Mario Sol Muntañola
<b>HIGHLY RECOMMENDED</b>	
<b>Abril Abogados</b>	Carlos González Valdés
<b>Balder</b>	Miguel Aznar
<b>Baylos</b>	Pedro Merino Baylos
<b>Bercovitz &amp; Carvajal Abogados</b>	Rodrigo Bercovitz Rodríguez-Cano
<b>Ecija</b>	Juan Salmerón
<b>Eversheds Sutherland</b>	José Mariano Cruz
<b>Garrigues</b>	João Miranda de Sousa
<b>González-Bueno</b>	Carlos González-Bueno
<b>Herrero &amp; Asociados</b>	María Ángeles Moreno
<b>Hogan Lovells</b>	Ana Castedo
<b>Pintó Ruiz &amp; del Valle</b>	Javier del Valle

SPAIN



## IT

## Spain Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie</b>	José María Méndez, Raoul Rubio
<b>Cuatrecasas Gonçalves Pereira</b>	Albert Agustinoy, Jean-Yves Tiendas, Alejandro Negro
<b>Hogan Lovells</b>	Gonzalo Gallego
<b>EXCELLENT</b>	
<b>Bird &amp; Bird</b>	Pablo Berenguer, Alexander Benalal
<b>DLA Piper</b>	Diego Ramos
<b>Ecija</b>	Hugo Ecija Bernal
<b>Garrigues</b>	José Ramón Morales, Alejandro Padin Vidal
<b>Pinsent Masons</b>	Paula Longoria, Paloma Bru
<b>Ramon y Cajal</b>	Norman Heckh
<b>Samaniego Law</b>	Javier Fernández-Samaniego
<b>Uria Menendez</b>	Pablo González-Espejo
<b>HIGHLY RECOMMENDED</b>	
<b>Abril Abogados</b>	Ignacio Temiño
<b>Bercovitz &amp; Carvajal Abogados</b>	Javier de Torres Fueyo, Alfonso González Gozalo
<b>Gomez-Acebo &amp; Pombo</b>	Almudena Arpón de Mendivil
<b>Hoyng Rkh Monegier</b>	José Antonio Sanmartín
<b>Osborne Clarke</b>	Rafael García del Poyo, David Miranda
<b>Pedro Alemán</b>	Pedro Aleman Lain
<b>Pintó Ruiz &amp; del Valle</b>	Jordi López Batet, Yago Vázquez

**SAMANIEGO LAW: SUPERIOR LEGAL ADVICE FOR SOPHISTICATED TECHNOLOGIES**

J. Fernandez-Samaniego

Leader: Javier  
Fernandez-Samaniego  
Established: 2017

**Track record:** The firm has developed a strong IT, commercial and dispute resolution practice, giving international clients unique expertise in ERP implementation, outsourcing and big-data. Javier Fernández-Samaniego has been on the front line of the most challenging privacy projects, acting before Spanish courts and European Court of Justice. ADR, such as mediation and arbitration, are at the core of the firm.

**Team & differentiation:** The firm is the first Ibero-American alternative law firm with offices in Madrid and Miami, acting globally with a strong American client base. It has an alliance with United Lex, which drives digital transformation in the corporate legal ecosystem. Javier Fernández-Samaniego was a founding partner of the Spanish office of Bird & Bird and head of its commercial, dispute resolution and IT teams.





# SWITZERLAND

SWITZERLAND



## TMT

## Switzerland Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Crédit Suisse</b>	Giuseppe Monarchi (Global Co-Head of TMT)
<b>Lazard</b>	Philippe Leuenberger (Director)
<b>EXCELLENT</b>	
<b>Bank of America Merrill Lynch</b>	Birger Berendes (Head of M&A for Germany, Austria & Switzerland)
<b>Goldman Sachs</b>	Gilberto Pozzi (Co-Head M&A)
<b>Nomura Securities</b>	Charles Pitts-Tucker (Head of Investment Banking, EMEA)
<b>UBS Investment Bank</b>	Christian Lesueur (Head of TMT, EMEA)
<b>HIGHLY RECOMMENDED</b>	
<b>EY</b>	Ronald Sauser (Senior Partner)
<b>GCA Altium</b>	Alexander Grünwald (Managing Director)
<b>Goetz Partners</b>	Herbert Werle (Managing Director, Corporate finance)
<b>J. Safra Sarasin</b>	Edmond Michaan (CEO)
<b>KPMG</b>	James Carter (Director)
<b>Rothschild &amp; Cie</b>	Konstantin Nikiteas (Head of Northern Europe)
<b>Vontobel</b>	Herbert J. Scheidt (Chairman)
<b>The Corporate Finance Group</b>	Urs Huber (Partner)



## SWITZERLAND BEST VENTURE CAPITAL FUNDS

The funds are listed alphabetically within each band

FUND	INDUSTRY
<b>Aquarius Water Holding</b>	Cleantech
<b>Auris Medical</b>	Biotech
<b>Balluun</b>	IT
<b>Cell Medica</b>	Biotech
<b>Cegur</b>	Medtech
<b>Coresystems</b>	IT
<b>Covagen</b>	Biotech
<b>Finox</b>	Biotech
<b>GetyourGuide</b>	IT
<b>MINDNRG</b>	Biotech
<b>Numbrs</b>	IT
<b>Obseva</b>	Biotech
<b>Oncoethix</b>	Biotech
<b>Romo Wind</b>	Cleantech
<b>Sensimed</b>	Medtech
<b>Telormedix</b>	Biotech
<b>TVP Solar</b>	Cleantech
<b>Wisekey</b>	IT



## PATENT PROSECUTION

### Switzerland Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>E. Blum &amp; Co</b>	Kurt Sutter, Regula Rüedi, Rainer Schalch, Martin Münch
<b>Hepp Wenger Ryffel</b>	Dieter Hepp, Christoph Müller
<b>Isler &amp; Pedrazzini</b>	Michael Liebetanz, Natalia Clerc, Tobias Bremi
<b>Rentsch Partner</b>	Alfred Köpf, Louis Lagler
<b>EXCELLENT</b>	
<b>Bohest IP</b>	Detlef Heinen
<b>Keller &amp; Partner</b>	Philipp Rüfenacht
<b>Troesch Scheidegger Werner</b>	Peter Rigling
<b>HIGHLY RECOMMENDED</b>	
<b>Bovard</b>	Tarik Kapić
<b>Braunpat Braun Eder</b>	André Braun
<b>SBMP - Schaad, Balass, Menzl &amp; Partner</b>	Christoph Fraefel, Jochen Schwarz
<b>RECOMMENDED</b>	
<b>Bugnion</b>	Constantin Kiliaridis
<b>Frei Patent Attorneys</b>	Alexandra Frei
<b>Kasche &amp; Partner</b>	André Kasche
<b>Katzarov</b>	Alexandra Manola
<b>Kirker &amp; Cie</b>	Jean-François Léger
<b>Micheli &amp; Cie</b>	Bertrand F. Micheli
<b>Reuteler &amp; Cie</b>	Raymond Reuteleur, Isabelle Cornut
<b>Schmauder &amp; Partner</b>	Peter Felder
<b>Walder Wyss</b>	Markus Frick, Roger Staub



## TRADEMARK PROSECUTION

### Switzerland Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>E. Blum &amp; Co</b>	Brendan B. Bolli, Mathias Meyer, Sven Capol
<b>Isler &amp; Pedrazzini</b>	Michael Degkwitz
<b>Troller Hitz Troller</b>	Ursula In-Albon, Patrick Troller
<b>EXCELLENT</b>	
<b>Bovard</b>	Paul Henri Pittet
<b>Bugnion</b>	Dominique Skrebers-Zaiontz
<b>FMP - Fuhrer Machbach &amp; Partner</b>	Peter Widmer, Bernard Volken
<b>Lenz &amp; Staehelin</b>	Jürg Simon
<b>Meyerlustenberger Lachenal</b>	Guillaume Fournier, Peter Schramm, Michael Ritscher, Simon Holzer
<b>Rentsch Partner</b>	Gregor Wild, Matthias Städeli
<b>Weinmann Zimmerli</b>	Adrian Zimmerli
<b>HIGHLY RECOMMENDED</b>	
<b>AW Metz &amp; Co</b>	Hans-Peter Rüfli, Dominique Lusuardi
<b>BMG Avocats</b>	Sylvie Gurry-Veit, Anne-Virginie La Spada
<b>Bohest IP</b>	Esther M. Jost
<b>Griffes Consulting</b>	Pierre-Antoine Racine
<b>Junod Muhlstein Levy &amp; Puder</b>	Michel Muhlstein, Laurent Muhlstein
<b>Katarov</b>	Alexandra Manola, Milana Pantelic
<b>Kirker &amp; Cie</b>	Jean-François Léger
<b>Meisser &amp; Partners</b>	David Meisser
<b>Pestalozzi</b>	Lorenza Ferrari-Hofer, Michèle Burnier
<b>Python</b>	Felix Locher*, Dominique Graz*
<b>SBMP - Schaad Balass Menzl &amp; Partner</b>	Fred Gromann
<b>Walder Wyss</b>	Markus Frick, Roger Staub, Magda Streuli-Youssef
<b>Wild Schnyder</b>	Donald N. Schnyder, Barbara K. Müller

\*Counsel



## PATENT LITIGATION

### Switzerland Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>FMP – Fuhrer Marbach &amp; Partner</b>	Eugen Marbach, Peter Widmer, Cyrill Rieder
<b>Homburger</b>	Andri Hess
<b>Lenz &amp; Staehelin</b>	Thierry Calame
<b>Meyerlustenberger Lachenal</b>	Michael Ritscher, Simon Holzer, Guillaume Fournier
<b>Rentsch Partner</b>	Christian Hilti, Demian Stauber
<b>EXCELLENT</b>	
<b>Kasser Schlosser</b>	Ralph Schlosser
<b>Pestalozzi</b>	Lorenza Ferrari Hofer, Thomas Legler, Michèle Burnier
<b>Schellenberg Wittmer</b>	Philipp Groz
<b>Times Attorneys</b>	Andrea Mondini, Michael Noth, Markus Kaiser
<b>Troller Hitz Troller</b>	Patrick Troller
<b>HIGHLY RECOMMENDED</b>	
<b>CMS von Erlach Poncet</b>	Robert G. Briner, Rudolf A. Rentsch
<b>Junod Muhlstein Levy &amp; Puder</b>	Michel Muhlstein, Laurent Muhlstein
<b>ThomannFischer</b>	Fabian Leimgruber, Daniel Plüss
<b>Vischer</b>	Stefan Kohler
<b>Walder Wyss</b>	Markus Frick
<b>RECOMMENDED</b>	
<b>Bär &amp; Karrer</b>	Markus Wang
<b>Bianchi Schwald</b>	Christoph Gasser
<b>Ducor Law</b>	Philippe Ducor
<b>Nater Dallafior</b>	Mathis Berger
<b>Niederer Kraft &amp; Frey</b>	Nicolas Birkhäuser
<b>Python</b>	Felix Locher*
<b>Streichenberg</b>	Christoph Willi

\*Counsel

#### MEYERLUSTENBERGER LACHENAL: TOP-NOTCH IP LAWYERS



Michael Ritscher

Leaders: Michael Ritscher, Simon Holzer and Guillaume Fournier  
Established: 1975

**Track record:** The team, led by Michael Ritscher, is among the strongest in Switzerland, having advised clients both on patent litigation and trademark (prosecution & litigation), as well as copyright. With strong expertise in the pharma sector, the team is handling two of the largest contentious disputes in the country for Bayer and AstraZeneca.

**Team & differentiation:** Meyerlustenberger Lachenal has one of the largest IP groups in the market. With five offices in Switzerland and one in Brussels, the firm advises its clients both on a domestic and international scale. Prominent partners Simon Holzer and Peter Schramm are also registered at the German Bar.



## TRADEMARK & COPYRIGHT LITIGATION

### Switzerland Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>FMP – Fuhrer Marbach &amp; Partner</b>	Eugen Marbach, Philippe Probst, Bernard Volken
<b>Homburger</b>	Georg Rauber, Gregor Bühler
<b>Lenz &amp; Staehelin</b>	Jürg Simon, Lara Dorigo
<b>Meyerylustenberger Lachenal</b>	Michael Ritscher, Simon Holzer, Guillaume Fournier
<b>Troller Hitz Troller</b>	Ursula In-Albon, Patrick Troller, Gallus Joller
<b>Walder Wyss</b>	Roger Staub, Markus Frick, Magda Streuli-Youssef
<b>EXCELLENT</b>	
<b>Kasser Schlosser</b>	Ralph Schlosser
<b>Niederer Kraft &amp; Frey</b>	Nicolas Birkhäuser
<b>Pestalozzi</b>	Lorenza Ferrari Hofer, Thomas Legler, Michèle Burnier
<b>Rentsch Partner</b>	Matthias Städeli, Gregor Wild, Demian Stauber
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Michael Treis
<b>BMG Avocats</b>	Sylvie Gurry-Veit, Anne-Virginie La Spada
<b>Junod Muhlstein Levy &amp; Puder</b>	Michel Muhlstein, Laurent Muhlstein
<b>LBM</b>	Frédéric Serra
<b>Schellenberg Wittmer</b>	Philipp Groz
<b>Schmauder &amp; Partner</b>	Peter Felder, Andreas Thierstein
<b>Times Attorneys</b>	Markus Kaiser, Philippe Gilliéron, Andrea Mondini
<b>RECOMMENDED</b>	
<b>Bär &amp; Karrer</b>	Markus Wang
<b>Bourgeois Avocats</b>	Ivan Cherpillod
<b>Bugnion Ballensat Ehrler</b>	Lorenz Ehrler
<b>Gros &amp; Waltenspühl</b>	Bertrand Gros, Theda König Horowicz, Christophe Maillefer
<b>Nater Dallafior</b>	Mathis Berger
<b>Prager Dreifuss</b>	Ralph Butz
<b>Python</b>	Felix Locher*, Dominique Graz*
<b>ThomannFischer</b>	Daniel Plüss
<b>Weinmann Zimmerli</b>	Fabian Wigger
<b>Werder Viganò</b>	Kai-Peter Uhlig

\*Counsel



## ICT

## Switzerland Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Homburger</b>	Georg Rauber, David Rosenthal
<b>Lenz &amp; Staehelin</b>	Lukas Morscher, Guy Vermeil
<b>Schellenberg Wittmer</b>	Roland Mathys
<b>Walder Wyss</b>	Markus Frick, Didier Sangiorgio, Mark Reutter, Michael Isler, Reto Jacobs, Hans Rudolf Trüeb
<b>EXCELLENT</b>	
<b>Id est avocats</b>	Michel Jaccard, Juliette Ancelle
<b>Niederer Kraft &amp; Frey</b>	András Gurovits, Clara-Ann Gordon
<b>Pestalozzi</b>	Lorenza Ferrari-Hofer, Michèle Burnier, Thomas Legler
<b>Vischer</b>	Rolf Auf der Mauer
<b>HIGHLY RECOMMENDED</b>	
<b>Bär &amp; Karrer</b>	Michele Bernasconi, Markus Wang
<b>Meyeralustenberger Lachenal</b>	Lukas Bühlmann
<b>Times Attorneys</b>	Markus Kaiser, Andrea Mondini
<b>Wenger Plattner</b>	Peter Mosiman
<b>RECOMMENDED</b>	
<b>Bratschi Wiederkehr &amp; Buob</b>	Simon Osterwalder, Christian Wild
<b>Capt &amp; Wyss</b>	Nicolas Capt
<b>CMS von Erlach Poncet</b>	Robert G. Briner
<b>Epartners</b>	Urs Egli, Alexander Schmid
<b>Froriep</b>	Nicola Benz
<b>Gianni Fröhlich-Bleuler</b>	Gianni Fröhlich-Bleuler
<b>HDC Lawyers</b>	Sylvain Métille
<b>Laux Lawyers</b>	Christian Laux
<b>LBM</b>	Frédéric Serra
<b>Martina Arioli Law Firm</b>	Martina Arioli
<b>Meili Pfortmüller</b>	Herbert Pfortmüller
<b>MME</b>	Martin Eckert
<b>Probst</b>	Julia Bhend
<b>Thouvenin</b>	David Känzig
<b>Zulauf Partner</b>	Rena Zulauf

### LENZ & STAEHELIN: A GLOBAL AND THOROUGH APPROACH



Guy Vermeil

Leaders: Guy Vermeil and  
Lukas Morscher  
Established: 1917

**Track record:** Acting across the broad spectrum of matters from counsel to litigation and enforcement, Lenz & Staehelin's IP team delivers a comprehensive approach to intellectual property. The team works for big names such as Merck, Pfizer and Apple. With regards to outsourcing, the team has a quasi-monopoly on cases, working on major outsourcing matters such as migrations to the Avaloq Sourcing platform.

**Team & differentiation:** With six associates and one partner in Geneva, the TMT team led by Guy Vermeil covers all aspects of the practice and is at the forefront in data protection/GDPR and crypto-currency issues. Split between Zurich and Geneva, the team represents clients before all Swiss courts. The IP team is composed of multidisciplinary professionals: Thierry Calame is also a chemist, and Jürg Simon an economist.

### NIEDERER KRAFT & FREY: BRANCHING OUT IN VARIOUS DOMAINS



Clara-Ann Gordon

Leaders: Clara-Ann Gordon  
and András Gurovits  
Established: 1936

**Track record:** NKF acts for Swiss blue-chip and international clients and has recently worked on many GDPR compliant projects. The team has represented Finastra – the largest fintech in the world – FIFA, Huawei and Schindler in the last year. They also recently acted for Crypto International on the acquisition of its international business so as to develop its offering in comprehensive cyber security solutions.

**Team & differentiation:** The TMT team, reinforced in 2017, is composed of seven associates. With specialization in sports, broadcasting rights, data privacy and the Internet of Things, NKF is especially skilled in telecoms matters. Clara-Ann Gordon – who handled one of the first IoT projects in the market – and András Gurovits co-chair the practice. Nicolas Birkhäuser advises on both IP and competition matters.





**TURKEY**



## PATENT PROSECUTION

### Turkey Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Ankara Patent Bureau	Ekin Dericioğlu Kurt
Deriş Patents & Trademarks Agency	Berrin Kalenderli
Istanbul Patent	Güven Çalik
Stock Industrial Property Services	Kazim Dundar, Omer Dundar
<b>EXCELLENT</b>	
Destek Patent	Kemal Yamankaradeniz
Grup Ofis Marka Patent	Gürşen Sevinç, Guray Baliktay, Gamze Coskun Bakir
Gün + Partners	Uğur Aktekin, Hande Hançar Çelik, Barış Zühtü Kalaycı
Moroğlu Arseven	Ezgi Baklacı Güllökar, Işık Özdoğan
NSN Law Firm	Selma Ünlü
<b>HIGHLY RECOMMENDED</b>	
ABA IP Services	Melis Abacioğlu
Alfa Patent	Selda Arkan
ATG Law Firm	Ahmet Akgüloğlu
Suluk IP Law Firm	Cahit Suluk, Zeynep Balçık
Erdem Kaya Partners	Ahu Güneyli
Esin Attorney Partnership (Baker McKenzie)	Mine Guner
June Intellectual Property Services Inc.	Dilek Ustun Ekdial
Kenaroğlu	Yasemin Kenaroğlu
Tellioğlu Kaşlioğlu	Ihsan Tellioğlu
Yalçiner Consulting and Foreign Trade	Uğur G. Yalçiner

## TRADEMARK PROSECUTION

### Turkey Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Ankara Patent Bureau	Ekin Dericioğlu Kurt
Deriş Patents & Trademarks Agency	Berrin Kalenderli
Istanbul Patent	Güven Çalik
Stock Industrial Property Services	Kazim Dundar, Omer Dundar
<b>EXCELLENT</b>	
Destek Patent	Kemal Yamankaradeniz
Grup Ofis Marka Patent	Gürşen Sevinç
Gün + Partners	Uğur Aktekin, Hande Hançar Çelik, Barış Zühtü Kalaycı
Moroğlu Arseven	Ezgi Baklacı Güllökar, Işık Özdoğan
NSN Law Firm	Selma Ünlü
<b>HIGHLY RECOMMENDED</b>	
ABA IP Services	Melis Abacioğlu
Alfa Patent	Selda Arkan
ATG Law Firm	Ahmet Akgüloğlu
Cahit Suluk Intellectual Property Law Firm	Cahit Suluk
Erdem Kaya Partners	Ahu Güneyli
Esin Attorney Partnership (Baker McKenzie)	Mine Guner
June Intellectual Property Services Inc.	Dilek Ustun Ekdial
Kenaroğlu	Yasemin Kenaroğlu
Tellioğlu Kaşlioğlu	Ihsan Tellioğlu
Yalçiner Consulting and Foreign Trade	Uğur G. Yalçiner



## PATENT LITIGATION

### Turkey Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Deriş Attorneys at Law Partnership	Okan Çan, Serra Coral, Aydin Deriş, Emre Yardim Kardimci
Gün + Partners	Mehmet Gün, Özge Atikgan Karakulak
<b>EXCELLENT</b>	
Arihan & Arihan	Taylan Arihan
Suluk IP Law Firm	Cahit Suluk, Bahattin Çarkacı
Güner Law Office	Ece Güner
NSN Law Firm	Selma Ünlü
Tellioğlu Kaşlioğlu	Evrin Kaşlioğlu, Ihsan Tellioğlu
<b>HIGHLY RECOMMENDED</b>	
BTS & Partners	Yasin Beceni
Eyuboğlu Law Firm	Samiye Eyuboğlu
Istanbul Patent	Erkan Sevinç
Kenaroğlu	Yasemin Kenaroğlu
Moroğlu Arseven	Işık Özdoğan
Stock Industrial Property Services	Kazim Dunder, Omer Dunder
Yasaman Law Firm	Zeynep Yasaman Kökcü

#### KENAROĞLU: TOP QUALITY LITIGATION SERVICES FOR ESTABLISHED CLIENTS



Yasemin Kenaroğlu

Leader: Yasemin  
Kenaroğlu  
Established: 2008

**Track record:** Established in 2008 as a boutique IP law firm, Kenaroğlu expanded their practices in 2013 to become a business law firm, still firmly rooted in IP expertise. The firm represents large multinational companies in patent and trademark filings and litigation both locally and on a global scale. They are particularly known for representing international fashion and luxury goods brands.

**Team & differentiation:** Based in Istanbul, the firm has liaison offices in Ankara and Izmir. All Kenaroğlu lawyers are qualified patent and/or trademark attorneys and they are all also fluent in English. The firm comprises two partners and 17 other lawyers, led by head partner Yasemin Kenaroğlu.



## TRADEMARK LITIGATION

### Turkey Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Deriş Attorney At Law Partnership	Okan Çan, Serra Coral, Aydın Deriş, Emre Kerim Yardimci
Gün + Partners	Uğur Aktekin, Mehmet Gün, Hande Hançar Çelik, Baris Kalayci
<b>EXCELLENT</b>	
Ankara Patent Bureau	Ekin Dericioğlu Kurt
Istanbul Patent	Güven Çalik
Kenaroğlu	Yasemin Kenaroğlu
Moroğlu Arseven	Işık Özdoğan, Gökçe İzgi
NSN Law Firm	Selma Ünlü
Stock Industrial Property Services	Kazim Dunder
Tellioğlu Kaşlioğlu	Ihsan Tellioğlu
<b>HIGHLY RECOMMENDED</b>	
Alacayir Law Firm	Esref Alacayir
ATG Law Firm	Ahmet Akgüloğlu
BTS & Partners	Tuğrul Sevim
Suluk IP Law Firm	Cahit Suluk, Bahattin Çarkaci
Esin Attorney Partnership (Baker McKenzie)	Mine Guner, Koray Sogut
Kahveci Law Office	Vehbi Kahveci
Oktar & Oktar	Ayla Oktar
Özdirekcan Dündar Attorney Partnership	Esra Dündar-Loiseau
<b>RECOMMENDED</b>	
Abacioglu Akici Guven	Merve Bihter Akici
Balcioğlu Selçuk Akman Keki	Selim Keki, Galip Selçuk
Çağa & Çağa	Erdem Değerli
Çağırğan Intellectual Property Services	Riza Ferhan Çağırğan
Diş Patent	Hakan Akdag, Kerem Gokman
ELIG, Attorneys-at-Law	Gönenç Gürkaynak
Erdem Kaya Partners	Ahu Güneyli
Grup Ofis Marka Patent	Guray Baliktay, Gamze Coskun Bakir
İçtemLegal	Serkan İçtem
June Intellectual Property Services	Dilek Ustun Ekdial
Turunç	Esin Çamlıbel, Kerem Turunç
Yasaman Law Firm	Zeynep Yasaman Kökçü

#### DERİŞ: ONE-STOP SHOP FOR INTERNATIONALLY REGARDED IP SERVICES



Emre Kerim Yardimci

Leaders: Emre Kerim Yardimci, Aydın Deriş, Serra Coral, Okan Çan  
Established: 1912

**Track record:** The firm handled over 2000 IP applications during the past year. Recent cases have included litigation for textile dye company DyStar, concerning the tax exemption of a patented product in Turkey. They also represented a multinational chemical company in a multijurisdictional conflict concerning the breach of a license agreement.

**Team & differentiation:** Comprising two separate entities, the firm offers high-quality services in IP prosecution and litigation and also deal in domain name disputes. Over 95% of clients are large multinationals, with many from the pharmaceutical and automobile industries. Founding partner Emre Kerim Yardimci is known for his innovative approach to litigation and astute strategic legal counsel.



**UK**

UK



## TMT (LARGE CAP)

### UK Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Goldman Sachs</b>	Anthony Gutman (Co-Head, EMEA Investment Banking Services)
<b>EXCELLENT</b>	
<b>Bank of America Merrill Lynch</b>	Luca Ferrari (Head of European M&A), Luigi Rizzo (Head of Investment Banking, EMEA)
<b>Barclays</b>	Pier Luigi Colizzi (Head of M&A, EMEA)
<b>Credit Suisse</b>	Cathal Deasy (Head of M&A, EMEA)
<b>JP Morgan</b>	Dirk Albersmeier (Co-Head of M&A, EMEA), David Lomer (Co-Head of M&A, EMEA)
<b>Morgan Stanley</b>	Mark Rawlinson (Head of UK Investment Banking)
<b>HIGHLY RECOMMENDED</b>	
<b>Lazard</b>	Nicholas Shott (Head of UK Investment Banking)
<b>LionTree Advisors</b>	Aryeh Bourkoff (Chief Executive Officer)
<b>UBS Investment Bank</b>	Severin Brizay (Head of M&A, EMEA)
<b>RECOMMENDED</b>	
<b>BNP Paribas</b>	Eric Jacquemot (Head of Corporate Finance, UK)
<b>Rothschild</b>	Robert Leitão (Head of Global Advisory)

## TMT (SMALL TO MID CAP)

### UK Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Arma Partners</b>	Paul-Noël Guély (Managing Partner)
<b>Goldman Sachs</b>	Anthony Gutman (Co-Head, EMEA Investment Banking Services)
<b>EXCELLENT</b>	
<b>Cavendish Corporate Finance (Oaklins)</b>	Nick Jones (Partner and Head of Technology)
<b>Citi</b>	Wilhelm Schulz (Managing Director, Head of EMEA M&A)
<b>Evercore Partners</b>	Andrew Sibbald (CEO of Investment Banking, Europe)
<b>EY</b>	Mark Brockway (Partner, Corporate Finance), David Scourfield (Partner, Corporate Finance)
<b>Jefferies</b>	Jonathan Wilcox (Head of UK Investment Banking)
<b>HIGHLY RECOMMENDED</b>	
<b>Deloitte</b>	Paul Lupton (Head of Corporate Finance Advisory, UK)
<b>JP Morgan</b>	Dirk Albersmeier (Co-Head of M&A EMEA), David Lomer (Co-Head of M&A EMEA)
<b>Lepe Partners</b>	Jonathan Goodwin (Partner, Co-Founder)
<b>Oakley Advisory</b>	Christian Maher (Managing Partner), Chris Godsmark (Managing Partner)
<b>RECOMMENDED</b>	
<b>Harris Williams &amp; Co</b>	Thierry Monjauze (Head of Europe)
<b>ING</b>	Małgorzata Kołakowska (Head of Wholesale Banking, UK)
<b>Nomura</b>	Charles Pitts-Tucker (Head of Investment Banking EMEA)
<b>Ondra Partners</b>	Mark Tood (Partner)



## HEALTHCARE (LARGE CAP)

### UK Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Goldman Sachs</b>	Karen Cook (Chairman UK Investment Banking)
<b>Rothschild</b>	Dominic Hollamby (Global Head of Healthcare)
<b>EXCELLENT</b>	
<b>Barclays</b>	Axel-Sven Malkomes (Vice Chairman, Managing Director, Healthcare Banking)
<b>Jefferies</b>	Jonathan Wilcox (Head of UK Investment Banking)
<b>Morgan Stanley</b>	Mark Rawlinson (Head of Investment Banking UK)
<b>HIGHLY RECOMMENDED</b>	
<b>HSBC</b>	Borja Azpilicueta (Head of Advisory, EMEA)
<b>JP Morgan</b>	Dirk Albersmeier (Co-Head of M&A EMEA), David Lomer (Co-Head of M&A EMEA)
<b>UBS Investment Bank</b>	Severin Brizay (Head of M&A EMEA)

## HEALTHCARE (SMALL TO MID CAP)

### UK Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Rothschild</b>	Dominic Hollamby (Global Head of Healthcare)
<b>EXCELLENT</b>	
<b>Evercore Partners</b>	Andrew Sibbald (CEO of Investment Banking, Europe)
<b>Goldman Sachs</b>	Karen Cook (Chairman UK Investment Banking)
<b>Jefferies</b>	Jonathan Wilcox (Head of UK Investment Banking)
<b>KPMG</b>	Mark Britnell (Chairman and Partner of the Global Health Practice), Marc Summers (Director of Transaction Services)
<b>HIGHLY RECOMMENDED</b>	
<b>Grant Thornton</b>	Andy Morgan (Head of Corporate Finance), Richard Wilson (Director, Healthcare Advisory)
<b>Numis Securities</b>	Alex Ham (Co-Head of Corporate Broking and Advisory)
<b>Smith Square Partners</b>	Andrew Christie (Partner), Jonathan Coddington (Partner)
<b>RECOMMENDED</b>	
<b>Credit Suisse</b>	Cathal Deasy (Head of M&A, EMEA)
<b>Deloitte</b>	Paul Lupton (Head of Corporate Finance Advisory, UK)
<b>Houlihan Lokey</b>	Steve Winningham (Managing Director, Co-Head of Corporate Finance Europe)
<b>JP Morgan</b>	Dirk Albersmeier (Co-Head of M&A, EMEA), David Lomer (Co-Head of M&A, EMEA)
<b>Lazard</b>	Nicholas Shott (Head of UK Investment Banking)
<b>WG Partners</b>	Nigel Barnes (Partner, Healthcare)



## PATENT PROSECUTION

### UK Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Boulton Wade Tennant</b>	Claire Baldock, Tessa Buck, Adrian Hayes, Nick McKleish
<b>Carpmaels Ransford</b>	Hugh Goodfellow, Richard Jackson, Susan Kirsch, Gary Small
<b>D Young &amp; Co</b>	Anthony Albutt, Charles Harding, David Horner, Jonathan Jackson
<b>Dehns</b>	Christopher Davies, Alexander Piésold
<b>Kilburn &amp; Strode</b>	Kristina Cornish, Peter Hale, Gwilyn Roberts
<b>Potter Clarkson</b>	Richard Bassett, Ian Stevens
<b>EXCELLENT</b>	
<b>Gill Jennings &amp; Every</b>	Arnie Clarke, Peter Finnie, Stephen Haley
<b>J A Kemp</b>	Patrick Campbell, Mike Nicholls, Mark Roberts
<b>Marks &amp; Clerk</b>	Campbell Newell
<b>Maucher Jenkins</b>	James Cross, Hugh Dunlop
<b>Mewburn Ellis</b>	Stephen Gill, Simon Kiddle, Stephen Kremer, Robert Watson
<b>Reddie &amp; Grose</b>	Phil Bates, Patrick Lloyd, Neil Thornton
<b>HIGHLY RECOMMENDED</b>	
<b>Abel &amp; Imray</b>	Paul Brady, Matthew Fletcher
<b>Cleveland Scott York</b>	Adrian Bradley
<b>EIP</b>	Heather McCann, Jerome Spaargaren
<b>Haseltine Lake</b>	Elizabeth Cooper-Rolfe, Christine Fenlon
<b>HGF</b>	Harry Hutchinson, Chris Moore, Kate Taylor, Gary Wilson
<b>Mathys &amp; Squire</b>	Peter Garratt, Ilya Kazi, Martin MacLean
<b>Venner Shipley</b>	Siân Gill, Ian Grey, Tim Jump, Jan Walaski
<b>Withers &amp; Rogers</b>	Dave Croston, Andrew Thompson, Nick Wallin
<b>RECOMMENDED</b>	
<b>Barker Brettell</b>	John Lawrence, Priscilla Makovski
<b>Beck Greener</b>	John Raynor
<b>CMS</b>	Robert Stephen
<b>Dentons</b>	Justin Hill
<b>Elkington &amp; Fife</b>	Nick Ertl, Richard Gillard
<b>Forresters</b>	Jon Gowshall
<b>Keltie</b>	Shakeel Ahmad, Devenand Crease, Sean Cummings
<b>Slingsby Partners</b>	Philip Slingsby
<b>Wilson Gunn</b>	Mark Goodwin, David Slattery
<b>WP Thompson</b>	Julian Potter

### CARPMAELS & RANSFORD: INTELLECTUAL PROPERTY LEGACY FOR OVER 200 YEARS



Richard Jackson

Leaders: Richard Jackson, Hugh Goodfellow, Susan Kirsch and Gary Small  
Established: 1776

**Track record:** With nearly 250 years of experience at their disposal, the firm is particularly renowned for its services in trademark and patent prosecution. The London-based firm, which also has a Munich office, is a top choice for large US corporations. Their impressive client portfolio includes firms such as Mars, LG, Pfizer and GlaxoSmithKline.

**Team & differentiation:** One of Europe's leading IP practices, the firm comprises an integrated prosecution and litigation team who are able to cover all aspects of IP. Managing Partner Richard Jackson is a veteran of EPO proceedings and recent hires such as Jake Marshall and David Wilson have strengthened the firm's litigation and transactional practices.





## TRADEMARK PROSECUTION

### UK Best IP Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Boulton Wade Tennant</b>	Emma Pitcher, Tony Pluckrose, John Wallace, Catherine Wolfe
<b>D Young &amp; Co</b>	Helen Cawley, Jeremy Pennant
<b>Stobbs IP</b>	Julius Stobbs
<b>EXCELLENT</b>	
<b>Carpmaels &amp; Ransford</b>	Jonathan Day
<b>Dehns</b>	Elaine Deyes, Joseph Letang
<b>Gill Jennings &amp; Every</b>	Alasdair MacQuarrie, Rowena Price
<b>HGF</b>	Claire Hutchinson
<b>J A Kemp</b>	James Fish
<b>Kilburn &amp; Strode</b>	Carrollanne Lindley, Iain Stewart
<b>Maucher Jenkins</b>	Katie Cameron
<b>Marks &amp; Clerk</b>	Tom Farrand, Campbell Newell
<b>Reddie &amp; Grose</b>	Alice Findlay, Jan Vleck, Helen Wakerley
<b>HIGHLY RECOMMENDED</b>	
<b>Baker McKenzie</b>	Jessica Le Gros
<b>Barker Brettell</b>	Tracy Arch, Sarah Lait, Catherine Wiseman
<b>Cleveland Scott York</b>	Jonathan Clegg, Lorna Hobbs, Imogen Wiseman
<b>Keltie</b>	Rosemary Cardas, Alistair Gay
<b>Potter Clarkson</b>	Sanjay Kapur, John Peacock
<b>Sipara</b>	Robert Furneaux
<b>Urquhart-Dykes &amp; Lord</b>	Mark Green, Alison Simpson
<b>Venner Shipley</b>	David Birchall
<b>Wilson Gunn</b>	Mark Goodwin, James Robey
<b>Wither &amp; Rogers</b>	Tania Clark, Fiona McBride
<b>RECOMMENDED</b>	
<b>AA Thornton &amp; Co</b>	Ian Gill, Rachel Havard, Vanessa Lawrence
<b>Appleyard Lees</b>	Robert Cumming
<b>Beck Greener</b>	Ian Bartlett, Rowland Buehrlen, John Raynor
<b>Bristows</b>	Paul Walsh
<b>Fieldfisher</b>	Leighton Cassidy
<b>Forresters</b>	Matthew Shaw, Steven Wake
<b>Locke Lord</b>	John Olsen
<b>Mathys &amp; Squire</b>	Gary Johnston
<b>Mewburn Ellis</b>	Sofia Arenal
<b>Murgitroyd</b>	Emma Hodson
<b>Nucleus IP</b>	Jandan Aliss
<b>Wildbore &amp; Gibbons</b>	Janella Barr, Stephen Kinsey

### GILL JENNINGS & EVERY: A PERSONALIZED AND PRAGMATIC APPROACH TO IP SERVICES



Rowena Price

Leaders: Rowena Price, Arnie Clarke, Peter Finnie, Stephen Haley and Alasdair MacQuarrie  
Established: 1912

**Track record:** The firm offers high quality patent and trademark prosecution to business of all sizes – from startups to large corporations. They recently acted on behalf of Gilead Sciences in a successful appeal before the UKIPO. Other key clients include Procter & Gamble, Mastercard, Revlon, BlackBerry and Lindt.

**Team & differentiation:** The 12-partner practice focuses on providing a personalized IP service, which has seen them develop proactive strategies aligned to clients' business objectives and audit existing IP portfolios. Managing Partner Peter Finnie advises various European startups on IP strategies and has vast experience before the UKIPO and EPO.



## PATENT LITIGATION

### UK Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Allen &amp; Overy</b>	Neville Cordell, Nicola Dagg, Marc Döring, Marjan Noor
<b>Bird &amp; Bird</b>	Morag Macdonald, Jane Mutimear, Katherine Stephens, Robert Williams
<b>Bristows</b>	James Boon, Brian Cordery, Myles Jelf, Edward Nodder
<b>Powell Gilbert</b>	Simon Ayrton, Zoë Butler, Penny Gilbert, Tim Powell
<b>EXCELLENT</b>	
<b>EIP</b>	Gary Moss
<b>Gowling WLG</b>	David Barron, Alexandra Brodie, Gordon Harris, Paul Inman
<b>Herbert Smith Freehills</b>	Sebastian Moore, Sophie Rich, Mark Shillito
<b>Hogan Lovells</b>	Stephen Bennett, Daniel Brook
<b>Marks &amp; Clerk Solicitors</b>	William Cook, Mike Gilbert
<b>Simmons &amp; Simmons</b>	Michael Burdon, Rowan Freeland
<b>Taylor Wessing</b>	Malcolm Bates, Simon Cohen, James Marshall, Matthew Royle
<b>HIGHLY RECOMMENDED</b>	
<b>CMS</b>	Tom Scourfield
<b>Fieldfisher</b>	Nick Rose, Diana Sternfeld
<b>Pinsent Masons</b>	Clare Tunstall
<b>Wiggin</b>	Sara Ashby, Simon Baggs, Anna Carboni
<b>WilmerHale</b>	Justin Watts
<b>RECOMMENDED</b>	
<b>Arnold &amp; Porter Kaye Scholer</b>	Christopher Stothers
<b>Baker Botts</b>	Neil Coulson
<b>Carpmaels &amp; Ransford</b>	David Wilson
<b>Dentons</b>	Campbell Forsyth, Justin Hill
<b>D Young &amp; Co</b>	Charles Harding, Ian Starr, Richard Willoughby
<b>Linklaters</b>	Nigel Jones, Ian Karet
<b>Mishcon de Reya</b>	Ray Black, David Rose
<b>Norton Rose Fulbright</b>	Huw Evans
<b>Osborne Clarke</b>	Lorna Brazell
<b>Rouse</b>	Tim Smith
<b>RPC</b>	Jeremy Drew

### POWELL GILBERT: TOP CHOICE FOR EFFICIENT PATENT LITIGATION



Tim Powell

Leaders: Tim Powell, Simon Ayrton, Zoë Butler and Penny Gilbert  
Established: 2007

**Track record:** The firm has established itself as one of the UK's premier boutiques for patent litigation after representing clients in various high profile cases. They have been involved in a smartphone dispute between HTC and Apple and successfully represented Huawei in a patent licensing case against Unwired Planet. Other key clients include Actavis and AirWatch.

**Team & differentiation:** Powell Gilbert is unusual in that all of the lawyers who make up its large and innovative team have strong scientific and technical backgrounds, and a third hold PhDs. They offer services in a variety of sectors, such as pharmaceuticals, telecoms and electronic and consumer goods. Simon Ayrton is an IP litigation expert and lectures on IP law.



## TRADEMARK LITIGATION

### UK Best Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie</b>	Michael Hart, Hiroshi Sheraton
<b>Bird &amp; Bird</b>	Mark Holah, Morag Macdonald, Katharine Stephens, Robert Williams
<b>Bristows</b>	Simon Clark, Paul Jordan, Ian Gruselle, Paul Walsh
<b>EXCELLENT</b>	
<b>Allen &amp; Overy</b>	Neville Cordell, Nicola Dagg, David Stone
<b>CMS</b>	Joel Barry, Tom Scourfield, Paul Stevens
<b>Simmons &amp; Simmons</b>	Darren Meale, Adrian Smith
<b>Taylor Wessing</b>	Charles Lloyd, Roland Mallinson, Niri Shanmuganathan
<b>Wiggin</b>	Sara Ashby, Simon Baggs, Anna Carboni
<b>HIGHLY RECOMMENDED</b>	
<b>DLA Piper</b>	Ruth Hoy, Simon Levine
<b>Fieldfisher</b>	Leighton Cassidy, John Linneker, Nick Rose
<b>Gowling WLG</b>	Alexandra Brodie, Gordon Harris, Kate Swaine
<b>Herbert Smith Freehills</b>	Mark Shillito, Joel Smith
<b>Hogan Lovells</b>	Charlie Winckworth
<b>Lewis Silkin</b>	Simon Chapman
<b>Stephenson Harwood</b>	Eifion Morris
<b>RECOMMENDED</b>	
<b>Bear &amp; Wolf</b>	Mark Heritage, Simon Tracey
<b>Burges Salmon</b>	Jeremy Dickerson
<b>Charles Russell Speechlys</b>	Mary Bagnall
<b>Cooley</b>	Nick Bolter
<b>D Young &amp; Co</b>	Tamsin Holman, Ian Starr
<b>Fox Williams</b>	Simon Bennett
<b>Freshfield Bruckhaus Deringer</b>	Avril Martindale
<b>Marks &amp; Clerk Solicitors</b>	Kirsten Gilbert
<b>Mishcon de Reya</b>	Ray Black, Jeremy Hertzog, David Rose
<b>Osborne Clarke</b>	Robert Guthrie
<b>Pinsent Masons</b>	Iain Connor
<b>Powell Gilbert</b>	Simon Ayrton
<b>Reed Smith</b>	Emma Lenthall, Carolyn Pepper, Michael Skrein
<b>RPC</b>	Jeremy Drew

### BIRD & BIRD: STRATEGIC GUIDANCE FOR WORLD-RENOWNED CLIENTS



Mark Holah

Leaders: Mark Holah, Morag Macdonald, Katharine Stephens and Robert Williams  
Established: 1846

**Track record:** The pan-European firm are best known for their outstanding practice in litigation, with particular expertise in the high-tech and life sciences sectors. They have defended Philip Morris International in a trade dress invalidation concerning product package designs before the EUIPO. Other key clients include BT, Mattel, Kingfisher and Nokia.

**Team & differentiation:** With over 75 lawyers and trademark attorneys purely devoted to intellectual property law, the firm has one of the largest dedicated teams in the UK. Team leader Morag Macdonald is an expert in cross-border pan-European IP litigation and Mark Holah is known as an exceptionally skilled trademark lawyer who has acted for some of the world's most iconic brands.



# ASIA

© anna42f



## CHINA VENTURE CAPITAL FIRMS LIST

The firms are listed alphabetically

FIRM	INDUSTRY
<b>Accel Partners</b>	Internet, Mobile, Software, E-Commerce, Analytics, IT
<b>CDH Investments</b>	Healthcare, Consumption Upgrade
<b>CDIB Capital</b>	Advertising, E-Commerce, Biotechnology
<b>Chengwei Capital</b>	Photography, Technology, Social Games
<b>China Growth Capital</b>	SaaS, Fintech, Online Education, Consumer Internet
<b>CITIC Capital</b>	Health & Wellness, Hardware/Software, Transportation
<b>Darby Technology Ventures</b>	Web Development, software, music
<b>DST Investment Management</b>	Networking, Social Media, Advertising
<b>DT Capital Partners</b>	Cleantech, Advanced Manufacturing, Retail, TMT, Healthcare
<b>Fountainvest Partners (Asia)</b>	Consumer Retail, Media & Internet, Healthcare, Advanced Industrials
<b>GIC Special Investments (Beijing)</b>	Internet, E-Commerce, Mobile
<b>Hillhouse Capital Management</b>	TMT, Healthcare, Consumer and Premium Industrials
<b>Hony Capital</b>	E-Commerce, Photography, Trading
<b>IDG Capital Partners</b>	E-Commerce, Games, Software
<b>JAFCO Asia</b>	E-Commerce, Mobile, Games
<b>Jiuzhou Venture</b>	Energy, Biomedicine, Environmental Protection, Manufacturing, Equipment Industries
<b>KPCB China</b>	Digital, Greentech, Life Sciences
<b>Legend Capital</b>	E-Commerce, Software, Mobile
<b>Magic Stone Alternative Investment</b>	Internet, Healthcare, TMT
<b>Maison Capital</b>	Consumer Growth
<b>Northern Light Venture Capital</b>	Mobile, E-Commerce, Technology
<b>Oriza FoFs</b>	Healthcare, Culture & Entertainment, Intelligent Manufacturing, Consumption Upgrade, Enterprise Services
<b>Qiming Venture Partners</b>	Consumer Internet, Internet Technology, Healthcare, Cleantech
<b>VI Ventures</b>	Technology
<b>Warburg Pincus Asia</b>	Software, Biotechnology, E-Commerce



**CHINA**



## PATENT PROSECUTION

### China Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>CCPIT Patent &amp; Trademark Law Office</b>	Hao Ma, Chuanhong Long
<b>China Patent Agent (HK) Ltd (CPA)</b>	Xiangling Zeng, Hong Luo, Tina H. Tai
<b>Kangxin Partners</b>	Samson G. Yu, James P. Chen, Shirley W. Dong, Gary G. Wu
<b>Liu Shen &amp; Associates</b>	Wu Yang, Allen F. Tao
<b>EXCELLENT</b>	
<b>Beijing Sanyou IP Agency</b>	Hui Li, Xiaolin Dang
<b>China Science Patent &amp; Trademark Agent</b>	Yunpu Luo, Xu Wang, Bobo Wang
<b>King &amp; Wood Mallesons</b>	Yong Li, Wenping Chen
<b>NTD IP Attorneys</b>	Wei Jian, Heather X. Lin
<b>Unitalen Attorneys at Law</b>	Deshan Li, Hao Zhang
<b>Wanhuida Peksung</b>	Gang Bai, Xiaoling Duan
<b>HIGHLY RECOMMENDED</b>	
<b>China PAT IP Office</b>	Kelly Yao, Yingling Zhang
<b>China Sinda</b>	Gary B. Zhang
<b>Dragon IP Law Firm</b>	Jing Xu, Wenyun Ding
<b>KingSound &amp; Partners</b>	Vivian W. Huang
<b>Leader IP</b>	Fang Liu
<b>Lecome IP Agent</b>	James J. Xu
<b>Shanghai Patent &amp; Trademark Law Office</b>	Hongxiang Wang
<b>ZBSD Patent &amp; Trademark</b>	Jian Shen
<b>Zhongzi Law Office</b>	Bonan Lin, Gesheng Huang
<b>RECOMMENDED</b>	
<b>AFD China</b>	Xia Zheng
<b>Beijing East IP</b>	Shanqiang Xiao
<b>Chang Tsi &amp; Partners</b>	Hailong Sun
<b>CN-KnowHow IP Group</b>	Shunxing Xie
<b>Hylands Law Firm</b>	Yungui Liu
<b>Jeekai &amp; Partners</b>	Robin R. Zhao
<b>Linda Liu &amp; Partners</b>	Maojia Li
<b>Lung Tin International IP Agent</b>	Tai-Keung Cheng, Yong Xiang
<b>Panawell &amp; Partners</b>	Shute S. XU
<b>Scihead IP Group</b>	Yongqiang Xiong
<b>Shangcheng &amp; Partners</b>	Chun Long
<b>TDIP &amp; Partners</b>	Zhihua Huang

#### KANGXIN PARTNERS: A TOP-TIER IP AGENCY WITH MODERN MANAGEMENT



Samson Yu

Leaders: Samson Yu, James Chen, Shirley Dong and Gary Wu  
Established: 1994

**Track record:** Kangxin is among the top 10 Chinese patent agencies in terms of volume of patent applications. The firm has assisted an LED manufacturing company in winning a utility model patent application after having requested administrative reconsideration and successfully having a SIPO notification revoked, and has advised Soraa Laser Diode on patent application and re-examination.

**Team & differentiation:** The firm implements modern internal management systems to streamline workflow and has obtained ISO 9001 certification. Over 420 staff, including 227 specialist IP professionals, work together across five offices in Beijing, Xi'an, Germany, Japan and the US. Managing partner Samson Yu has vast experience in IP prosecution as well as due diligence matters.

CHINA



## TRADEMARK PROSECUTION

China Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
CCPIT Patent & Trademark Law Office	Hao Ma, Zhongqi Zhou
Wanhuida Peksung	Gang Bai, Haiyan Ren
<b>EXCELLENT</b>	
<b>1</b> Chang Tsi & Partners	Spring Y. Chang, Simon Y. Tsi
China Patent Agent (HK) Ltd (CPA)	Hong Luo, Yuemin Lu
Kangxin Partners	Samson G. Yu, Gloria Q. Wu
King & Wood Mallesons	Fei Liao, Xiaoli Yang, Jiuchu Lin
<b>2</b> Liu Shen & Associates	Zhanying Jia, Lily C. Lei
LexField Law Offices	Jan Y. Liu
NTD IP Attorneys	Yanling Cui, Aidi Ge
Unitalen Attorneys at Law	Dan Chen
<b>HIGHLY RECOMMENDED</b>	
An, Tian, Zhang & Partners	David X. Tian
Beijing East IP	Jason Z. Wang
China Sinda	Sherrie X. An
China Trademark & Patent Law Office	Gang Xiong
Shanghai Patent & Trademark Law Office	Zhenglong Jiang
Zhongzi Law Office	Xuemin Chen
<b>RECOMMENDED</b>	
HFG Law & IP	Daisy Y. Yao
Hylands Law Firm	Yunze Lian
IntellecPro	Qi Hu
Janlea IP	Joanne Y. Jiao

### CCPIT: LONG-STANDING LEADER WITH AN ENVIABLE PORTFOLIO



Zhongqi Zhou

Leaders: Zhongqi Zhou and Hao Ma  
Established: 1957  
(as CCPIT Trademark Agency)

**Track record:** As the oldest and one of the largest IP firms in China, CCPIT maintains its strong reputation as a well-established full-service leader, and is particularly praised for its opposition work. It recently successfully defended the opposition of Chrysler against Zhongshan Shiqi Unit Yuansheng Garment Manufacturing's trademark applications for "Battlefield Jeep" in Chinese.

**Team & differentiation:** With offices in Beijing, New York, Tokyo, Munich, Hong Kong, Shanghai and Guangzhou, CCPIT has a global reach. Fifty specialist IP professionals work in its trademark/domain name practice, capable of handling massive trademark portfolios. Professionals with complementary expertise often work together on the same file, ensuring comprehensive service.





## PATENT LITIGATION

### China Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
China Patent Agent (HK) Ltd (CPA)	Tina H. Tai, Scott G. Wang, Yuhe Wu
King & Wood Mallesons	Yong Li, Yugong Qin, Mia M. Qu
<b>EXCELLENT</b>	
CCPIT Patent & Trademark Law Office	Hao Ma, Chuanhong Long
Fangda Partners	Dixon H. Zhang, Gordon G. Gao, James B. Hu
Kangxin Partners	Shirley W. Dong, Gary G. Wu
Lifang & Partners	Guanbin Xie, Xi Sun
Liu Shen & Associates	Allen F. Tao
Zhongzi Law Office	Bonan Lin, Gesheng Huang
<b>HIGHLY RECOMMENDED</b>	
China Sinda	Gary B. Zhang
JunHe	James J. Zhu, Zoe Z. Wang
LexField Law Offices	Hongyi Jiang
Unitalen Attorneys at Law	Deshan Li
Wanhuida Peksung	Gang Bai, Shouqi Zhong
Watson & Band	George Q. Fu
Zhong Lun Law Firm	Jihong Chen, Helen F. Cheng
ZY Partners	Richard X. Huang, Hui Zhang
<b>RECOMMENDED</b>	
An, Tian, Zhang & Partners	David X. Tian
Anjie Law Firm	Liangyong Liu, Binxin Li
Chang Tsi & Partners	Hailong Sun
China Science Patent & Trademark Agent	Xinhua Wang
Jeekai & Partners	Robin R. Zhao
JT&N Jincheng Tongda & Neal	Jason Z. Pang
NTD IP Attorneys	Christopher C. Shen
Panawell & Partners	William W. Yang
Scihead IP Group	Xu Wen, Yuanlin Shen

#### JUNHE: THRIVING PRACTICE WITH QUALITY AND CLIENTS AT HEART



James Zhu

Leaders: James Zhu and  
Zoe Wang  
Established: 1989

**Track record:** For over three years, JunHe has assisted Emerson Electric in securing two victories against a company based in Weifang, in Shandong province in a design patent infringement case before the Weifang Intermediate People's Court and then a patent invalidation case before SIPO. It is also involved in a prominent software patent case, representing a famous Chinese tech company.

**Team & differentiation:** An elite Chinese full-service firm, JunHe has six partners and around 50 associates in its IP practice and has the ambition to further develop it. With first-hand legal experience and in-depth science knowledge, its IP attorneys and lawyers receive vigorous training on management and communication to assure the best quality work for clients.



## TRADEMARK LITIGATION

### China Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
China Patent Agent (HK) Ltd (CPA)	Scott G. Wang, Yuhe Wu
King & Wood Mallesons	Fei Liao, Xiaoli Yang, Yusheng Shi
Wanhuida Peksung	Gang Bai, Haiyan Ren, Hui Huang
<b>EXCELLENT</b>	
CCPIT Patent & Trademark Law Office	Hao Ma, Zhongqi Zhou
Chang Tsi & Partners	Spring Y. Chang, Simon Y. Tsi
Fangda Partners	Dixon H. Zhang, Gordon G. Gao, James B. Hu
JunHe	Jessica C. Xu, Qiang Ma
Kangxin Partners	Gloria Q. Wu
Liu Shen & Associates	Zhanying Jia, Wen Zhong
Unitalen Attorneys at Law	Lei Zhao, Yang Li
Zhongzi Law office	Xuemin Chen
<b>HIGHLY RECOMMENDED</b>	
An, Tian, Zhang & Partners	David X. Tian
China Sinda	Sherrie X. An
JT&N Jingcheng Tongda & Neal	Decheng Li, Jason Z. Pang
LexField Law Offices	Jan Y. Liu
Lifang & Partners	Guanbin Xie, Bin Zhang
NTD IP Attorneys	Christopher C. Shen, Huifang Dong
Watson & Band	George Q. Fu, Yizhou Liu
Zhong Lun Law Firm	Jihong Chen, Dongxiao Ma
ZY Partners	Hui Zhang, Jingbing Li
<b>RECOMMENDED</b>	
Anjie Law Firm	Steve K. Zhao
China Trademark & Patent Law Office	Gang Xiong
HFG Law & IP	Lanny L. Li
Hylands Law Firm	Yunze Lian
Lawjay Partners	James Z. Luo

#### WANHUIDA PEKSUNG: KEY PLAYER WITH EXCELLENT CONTENTIOUS COMPETENCE



Gang Bai

Leaders: Gang Bai, Haiyang Ren and Hui Huang  
Established: 1999

**Track record:** In 2017 the firm successfully represented Fendi, winning a lawsuit before the Shanghai IP Court against a Chinese dealer using its trademark on signage and the shopping mall where the dealer's store is located, and also assisted Zippo in gaining the "well-known trademark" recognition protection to stop pre-emptive registration on advertising services.

**Team & differentiation:** Created by a group of trademark attorneys with the initial objective of assisting international companies on IP matters in China, Wan Hui Da has always been strong in trademark, contentious or non-contentious matters, with a special emphasis on in-depth investigations and sophisticated raid actions. It merged with Peksung IP in 2016, adding strength in patent.



# INDIA

INDIA



## TMT

## India Best Investment Banks

The banks are listed alphabetically within each band

BANK	KEY LEADERS
<b>LEADING</b>	
<b>Aventus Capital</b>	Ranu Vohra (CEO/Managing Director/Co-Founder), Gaurav Deepak (Managing Director/Co-Founder)
<b>Kotak Investment Banking</b>	T.V. Raghunath (Head of Corporate and Investment Banking)
<b>EXCELLENT</b>	
<b>Credit Suisse</b>	Mihir Doshi (Chief Executive Officer-India)
<b>EY</b>	Amit Khandelwal (Partner, Transaction Advisory Services)
<b>Goldman Sachs</b>	Sonjoy Chatterjee (Chairman, India), Buntly Bohra (Managing Director)
<b>J.P. Morgan</b>	Kaustubh Kulkarni (Managing Director & Head of Investment Banking)
<b>KPMG</b>	Romal Shetty (Joint Head-Governance Risk & Compliance Services )
<b>Morgan Stanley</b>	Aisha De Sequeira (Co-Country Head and Head of Investment Banking)
<b>HIGHLY RECOMMENDED</b>	
<b>Citi</b>	Pramit Jhaveri (Chief Executive Officer)
<b>Deloitte</b>	Sumit Khanna (Head of Corporate Finance)
<b>Mape Advisory</b>	Jacob Mathew (Managing Director)
<b>Signal Hill Capital</b>	Klaas Oskam (Managing Director), Nitin Bhatia (Managing Director)
<b>RECOMMENDED</b>	
<b>Jefferies</b>	Probir Rao (Head of Investment Banking)
<b>Rothschild</b>	Amitabh Malhotra (Managing Director)
<b>Standard Chartered</b>	Amit Mimani (Executive Director, M&A)



## PATENT PROSECUTION / LITIGATION

India Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Anand and Anand</b>	Pravin Anand, Archana Shanker
<b>K&amp;S Partners</b>	Ravi Bhola
<b>Lakshmikumaran &amp; Sridharan</b>	Adarsh Ramanujan
<b>Remfry &amp; Sagar</b>	Ashwin Julka
<b>S. Majumdar &amp; Co.</b>	S. Majumdar, Abhishek Sen, Sanchita Ganguli and Mythili Venkatesh
<b>EXCELLENT</b>	
<b>Krishna &amp; Saurastri Associates</b>	Manish Saurastri
<b>Lall Lahiri &amp; Salhotra</b>	Rahul Chaudhry
<b>R K Dewan &amp; Co.</b>	Mohan Dewan, Niti Dewan
<b>Singh &amp; Singh Lall &amp; Sethi</b>	Saya Choudhary
<b>Subramaniam &amp; Associates</b>	Hari Subramaniam
<b>HIGHLY RECOMMENDED</b>	
<b>D.P. Ahuja &amp; Co</b>	Samaresh Chakraborty
<b>De Penning &amp; De Penning</b>	R.P. Bhattacharyam, David Solomon
<b>Inttl Advocare</b>	Vishal Tripathi
<b>Kan &amp; Krishme</b>	Sharad Vadehra
<b>Khaitan &amp; Co.</b>	Jose Madan
<b>LexOrbis</b>	Manisha Singh
<b>Obhan &amp; Associates</b>	Essenese Obhan
<b>Saikrishna &amp; Associates</b>	Saikrishna Rajagopal
<b>RECOMMENDED</b>	
<b>Aditya &amp; Associates</b>	Vipul N. Bhuta
<b>ALMT Legal</b>	Rakesh Prabhu
<b>Chadha &amp; Chadha</b>	S.C. Chadha, N. Ramchandani
<b>Cyril Amarchand Mangaldas</b>	Ranjan Negi
<b>Groser &amp; Groser</b>	Francis Groser
<b>HK Acharya &amp; Co</b>	Rajeshkumar Acharya
<b>Khurana &amp; Khurana</b>	Vinod Khurana, S.B. Mehta
<b>Mohan Associates</b>	A.A. Mohan, Brinda Mohan
<b>Shardul Amarchand Mangaldas</b>	Dev Robinson
<b>Zeus IP Advocates</b>	Gunjan Paharia and Naveen Varma

### S. MAJUMDAR & CO: EXCEPTIONAL PATENT PRACTICE



S. Majumdar

Leaders: S. Majumdar, Sanchita Ganguli, Abhishek Sen and Mythili Venkatesh  
Established: 1993

**Track record:** The full-service IP firm are adept in both contentious and non-contentious patent matters. Pharmaceuticals are a particular area of strength for the firm, and they recently represented Lupin in their successful obtaining of a patent for a composition of rifaximin, a prolonged release composition which contains a bioadhesive. Huawei and Ericsson are also clients.

**Team & differentiation:** The team, comprised of three partners and 23 other qualified lawyers, is led by S. Majumdar. With 30 years of experience in the field, he is known to be an outstanding litigator. He is also active in various IPR awareness programs and has promoted the initiative throughout the firm. The patent attorneys come from various technical backgrounds, with expertise ranging from zoology to electrical engineering.

INDIA



## TRADEMARK PROSECUTION / LITIGATION

India Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
Anand & Anand	Archana Shanker
Remfry & Sagar	Ashwin Julka
Singh & Singh Lall & Sethi	Chander Lall, Bitika Sharma
<b>EXCELLENT</b>	
Inttl Advocare	Preetika Singh
K&S Partners	Rajendra Kumar, Kenneth Benjamin
Krishna & Saurastri Associates	Sunil Krishna, Manish Saurastri
Lall Lahiri & Salhotra	Rahul Chaudhry, Anuradha Salhotra
Saikrishna & Associates	Saikrishna Rajagopal
<b>HIGHLY RECOMMENDED</b>	
De Penning & De Penning	R.P. Bhattacharyam, David Solomon
Khaitan & Co	Adheesh Nargolkar
Khurana & Khurana	Mohinder Vig
Krishnamurthy & Co	Nikhil Krishnamurthy
R.K. Dewan & Co	Mohan Dewan, M.R. Nair
S.S. Rana & Co	Vikrant Rana
W.S. Kane & Co	Himanshu Kane
<b>RECOMMENDED</b>	
Aditya & Associates	Sonali V Bhuta
Amarjit & Associates	Amarjit Singh
Cyril Amarchand Mangaldas	Ranjan Negi
D.P. Ahuja & Co	Samaresh Chakraborty
Fidus Law Chambers	Shwetaree Majumder
Kan & Krishme	Sharad Vadehra
Lakshmikumaran & Sridharan (L&S)	Damodar Vaidya
Legasis Partners	Yogesh Chawak
Luthra & Luthra Law Offices	Gayatri Roy
RNA IP Attorneys	Rajiv Suri
ZeusIP Advocates	Gunjan Paharia, Naveen Varma

### REMFRY & SAGAR: LEADING FULL SERVICE IP BOUTIQUE



Leader: Ashwin Julka  
Established: 1827

**Track record:** The full-service IP boutique advises over 7,000 predominately international clients, including large corporations such as Sony, AstraZeneca, Google and BP. Recent highlights for the firm include representing Costco Wholesale in a trademark infringement claim, in which the Delhi High Court ruled in favor of the client, as well as acting as counsel for Armstrong World Industries in \$75,000 trademark misuse case.

**Team & differentiation:** With a firm focus on quality, Remfry & Sagar have a dynamic and receptive team of a total of 90 professionals across the firm. They offer a full range of IP services to over 8,000 clients in over 70 different countries worldwide. The trademark department consists of 40 attorneys, who are knowledgeable in a broad range of sectors including finance, electronics, and pharmaceuticals.



# JAPAN

Ashwin Julka

JAPAN



## PATENT PROSECUTION

Japan Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Nakamura &amp; Partners</b>	Fumiaki Ohtsuka, Kaichi Shisido
<b>Yuasa &amp; Hara</b>	Shinjiro Ono, Osamu Yamamoto
<b>EXCELLENT</b>	
<b>Abe, Ikubo &amp; Katayama</b>	Mami Hino, Hiroshi Kobayashi, Norio Ohmori
<b>Aoyama &amp; Partners</b>	Keiichi Gonjou, Michiko Matsutani
<b>Seiwa Patent &amp; Law</b>	Tetsuji Koga, Junichi Tsuruta
<b>Soei Patent &amp; Law</b>	Yoshiki Kuroki, Yoshimori Shimizu
<b>TMI Associates</b>	Yoshiyuki Inaba, Hidetoshi Masunaga
<b>HIGHLY RECOMMENDED</b>	
<b>Anderson Mori &amp; Tomotsune</b>	Yoshikazu Iwase, Yasufumi Shiroyama
<b>Fukami Patent Office</b>	Hisao Fukami, Tadashi Ishii
<b>Kyowa Patent and Law Office</b>	Yasukazu Sato
<b>Sugimura &amp; Partners</b>	Kyoichi Saito, Tatsuya Sawada
<b>RECOMMENDED</b>	
<b>Ohno &amp; Partners</b>	Seiji Ohno
<b>Shiga International Patent Office</b>	Yasuhiko Murayama, Masatake Shiga
<b>STW &amp; Partners</b>	Wataru Sueyoshi

### SUGIMURA & PARTNERS: PATENT PROSECUTION EXPERT CELEBRATES NEW IP LITIGATION PRACTICE



Kenji Sugimura

Leaders: Kenji Sugimura,  
Kenichi Nakayama and Koji  
Sugimura  
Established: 1923

**Track record:** Sugimura & Partners expanded their practice to incorporate IP litigation and dispute resolution in March 2017, adding another speciality to their long-established experience in IP prosecution. Recent work has seen them act for Valentino in trademark infringement and invalidation proceedings aimed at removing counterfeit goods from the market.

**Team & differentiation:** The firm comprises 183 members of staff, including Japan, UK and US trained attorneys, across their principal Tokyo office and liaison office in the Silicon Valley. Koji Sugimura leads the newly formed legal division, having previously worked for the Japan Patent Office. Head of Trademarks Kenichi Nakayama has a wealth of expertise and filing, prosecution and litigation for trademarks.





## PATENT LITIGATION

### Japan Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Abe, Ikubo &amp; Katayama</b>	Eiji Katayama, Junichi Kitahara
<b>Nakamura &amp; Partners</b>	Minoru Nakamura, Koichi Tsuji
<b>EXCELLENT</b>	
<b>Anderson Mori &amp; Tomotsune</b>	Hiroyuki Kanae, Kenichi Nakano
<b>Mori Hamada &amp; Matsumoto</b>	Yutaka Miyoshi, Yoshifumi Onodera
<b>STW &amp; Partners</b>	Wataru Sueyoshi, Hajime Watanabe
<b>TMI Associates</b>	Katsuro Tanaka, Tetsuro Toriumi
<b>Yuasa &amp; Hara</b>	Miyuki Hanai, Kozo Yabe
<b>HIGHLY RECOMMENDED</b>	
<b>Nagashima Ohno &amp; Tsunematsu</b>	Ryoichi Mimura, Tohru Nakajima
<b>Nishimura &amp; Asahi</b>	Yoshiyuki Miyashita, Hiroshi Suga
<b>Ohno &amp; Partners</b>	Hideaki Kobayashi, Seiji Ohno
<b>RECOMMENDED</b>	
<b>Kubota</b>	Elichiro Kubota
<b>Sakurazaka Law Offices</b>	Harumi Kojo
<b>Sonderhoff &amp; Einsel</b>	Felix-Reinhard Einsel
<b>Wada &amp; Watanabe</b>	Nobuhiro Wada

#### ABE, IKUBO & KATAYAMA: ONE-STOP SHOP FOR IP SERVICES



Eiji Katayama

Leaders: Eiji Katayama,  
Junichi Kitahara and Mami  
Hino  
Established: 1959

**Track record:** Recognized for their work in IP infringement litigation, the firm has particular pharmaceutical expertise. They recently represented pharmaceutical firm Eli Lilly in defending nullity actions before the Japan Patent Office and the IP High Court. They also defended Kowa in infringement claims relating to a new aspect of patent law concerning 'dosage claims.'

**Team & differentiation:** Eighteen years after the establishment of its IP practice, the firm is now well experienced in dealing with litigation for large international clients, before the Japan Patent Office and the IP High Court. Partner Eiji Katayama is well versed in patent, trademark and copyright litigation and Mami Hino deals primarily in patent prosecution for pharmaceutical firms.



## TRADEMARK PROSECUTION / LITIGATION

Japan Best Domestic Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Nakamura &amp; Partners</b>	Daisaku Fujikura, Hiroyuki Itaki
<b>TMI Associates</b>	Yoshiyuki Inaba, Katsuro Tanaka
<b>Yuasa &amp; Hara</b>	Toshiyuki Fukai, Osamu Suzuki
<b>EXCELLENT</b>	
<b>Mori Hamada &amp; Matsumoto</b>	Yukata Miyoshi, Hiroki Saito
<b>Seiwa Patent &amp; Law</b>	Atsushi Aoki, Hisashi Tajima
<b>Shiga International Patent Office</b>	Hirohisa Suzuki, Tadao Takashiba
<b>HIGHLY RECOMMENDED</b>	
<b>Abe, Ikubo &amp; Katayama</b>	Hiroshi Kobayashi, Yasuhito Suzuki
<b>Anderson Mori &amp; Tomotsune</b>	Yoshikazu Iwase, Yasufumi Shiroyama
<b>Kyowa Patent and Law Office</b>	Manabu Miyajima, Teruhisa Motomiya
<b>Nagashima Ohno &amp; Tsunematsu</b>	Ryoichi Mimura, Masato Tanaka
<b>STW &amp; Partners</b>	Wataru Sueyoshi, Shinishiro Yoshiba
<b>RECOMMENDED</b>	
<b>Atsumi &amp; Sakai</b>	Chie Kasahara
<b>Hiroe and Associates</b>	Masanori Hiroe
<b>Ohno &amp; Partners</b>	Hitoshi Nakamura
<b>Soei Patent &amp; Law Firm</b>	Tomoya Kurokawa
<b>Sonderhoff &amp; Einsele</b>	Felix-Reinhard Einsele
<b>Wada &amp; Watanabe</b>	Nobuhiro Wada

### NAGASHIMA OHNO & TSUNEMATSU: QUALITY IP SERVICES FOR AN INTERNATIONAL CLIENTELE



Ryoichi Mimura

Leaders: Ryoichi Mimura  
and Masato Tanaka  
Established: 2000

**Track record:** Nagashima offers high-quality IP services to both domestic and foreign clients. The firm recently acted for Kyowa Hakko Kirin and Alcon Research in invalidation claim proceedings before the Japan Patent Office concerning a patent covering for valuable eye drop product, Patanol. Other clients have included Nichia and Yamaha.

**Team & differentiation:** Nagashima is the first integrated full-service law firm in Japan. The firm is made up of 438 Japanese and 24 foreign attorneys, working out of offices across Asia and North America. In the Tokyo office, Masato Tanaka brings vast experience in IP litigation from his time spent working as an IP High Court judge.

### TMI ASSOCIATES: FULL SERVICE IP WITH A PERSONAL TOUCH



Katsuro Tanaka

Leaders: Katsuro Tanaka  
and Yoshiyuki Inaba  
Established: 1990

**Track record:** The firm possesses a diverse client portfolio, commonly across sectors such as media entertainment and sports and IT related matters. They recently represented Red Bull AG over a trademark invalidation claim against a Japanese company. Clients of both domestic and international and domestic origin are met with a hands-on approach.

**Team & differentiation:** As one of the five largest law firms in Japan, TMI Associates number 78 patent attorneys across offices throughout Japan, South East Asia and the Silicon Valley. The firm is in a strong position to offer full IP services from industry-specific professionals, Managing Partner Yoshiyuki Inaba offering superior trademark filing and prosecution services.



## GENERAL IP

### Japan Best International Law Firms

The firms are listed alphabetically within each band

FIRM	LEADING PARTNERS
<b>LEADING</b>	
<b>Baker McKenzie Gaikokuho Joint Enterprise</b>	Toshio Sasaki, Kensaku Takase
<b>Hogan Lovells Horitsu Jimusho Gaikokuho Kyodo Jigyo</b>	Frederick Ch'en, Hiroto Imai, Lloyd Parker
<b>Morrison Foerster</b>	Stuart Beraha, Robert Hollingshead, Max Olson
<b>Orrick Herrington &amp; Sutcliffe</b>	David Case, Yoshihiro Takatori
<b>EXCELLENT</b>	
<b>Finnegan</b>	Naoki Yoshida
<b>Jones Day</b>	Shogo Asaji, Maxwell Fox, Michiru Takahashi
<b>Paul Hastings Foreign Law Joint Enterprise</b>	Hiroyuki Hagiwara
<b>HIGHLY RECOMMENDED</b>	
<b>Foley &amp; Lardner</b>	Etsuo Doi
<b>Quinn Emanuel Urquhart &amp; Sullivan</b>	Ryan Goldstein
<b>Ropes &amp; Gray</b>	Kaede Toh
<b>Squire Gaikokuho Kyodo Jigyo Horitsu Jimusho</b>	Shigeru Miki, Scott Warren
<b>RECOMMENDED</b>	
<b>DLA Piper Tokyo Partnership Gaikokuho Kyodojigyo Horitsu Jimusho</b>	Tomomi Fujikouge
<b>Sughrue Mion</b>	Yoshinari Kishimoto
<b>White &amp; Case</b>	Brian Strawn

#### MORRISON FOERSTER: UNIQUE POSITIONING IN THE JAPANESE MARKET



Stuart Beraha

Leaders: Stuart Beraha and Robert Hollingshead  
Established: 1987

**Track record:** The firm has represented large tech companies such as Toshiba, Fujitsu and Sony in semiconductor transactions, Warner Brothers in a licensing case and Hitachi and TDK in complex computer hardware and software transactions. Recent work has included assisting SoftBank in their £24.3 billion acquisition of UK chip designer ARM Holdings.

**Team & differentiation:** Morrison and Foerster is the largest and most diverse international firm in Tokyo, and the only one with a team dedicated to licensing and other IP transactions. They have a particular focus on the tech sector and partner Stuart Beraha has a wealth of experience in technology, content and branding.

#### FINNEGAN: ESTABLISHED INTERNATIONAL PLAYER IN JAPANESE IP SPHERE



Naoki Yoshida

Leader: Naoki Yoshida  
Established: 1988

**Track record:** As one of the first international firms permitted to practice in Japan, the firm is well-versed in pharmaceutical and tech IP, and the specificities of the Japanese market. They have handled complex cases for huge international clients, such as patent and trademark work for Yamaha and Nikon and trademark infringement work for Toyota and Mitsubishi.

**Team & differentiation:** Naoki Yoshida manages the Tokyo office and is experienced in a wide range of IP matters, from litigation to licensing and patent prosecution. He has experience in both the US and Japanese jurisdictions, which provides the firm with an invaluable ability to skillfully navigate complex cross-cultural cases.

EXTERNAL

---

**CONTRIBUTORS**



- P.246 | Optimising Your Industrial Property Strategy – An Effective Growth Lever  
By Gaëlle Loinger-Benamran, French and European Trademark & Design Attorney. PARTENAIRES PI
- P.248 | Privacy Shield: First Annual Assessment and Resonance with the GDPR Sword  
By Constantin Pavleas, Founder. constantin Pavleas Avocats
- P.250 | The Patent Prosecution Highway (PPH) programs  
by Jean Baptiste Thibaud, Mickaël Jeuland. LOYER & ABELLO
- P.252 | Connected Objects in Healthcare Are Very Valuable IP Rights!  
By Caroline de Mareuil-Villette and Claire Vershelde, French, Belgian & European Patent Attorneys. ICOSA

# Optimising Your Industrial Property Strategy – An Effective Growth Lever

Industrial property rights are complex instruments of distinct potential, provided they are applied through a targeted strategy. It is important that their particular nature and diverse economic applications be fully understood in order to obtain a powerful tool.



**Gaëlle Loinger**

## ABOUT THE AUTHOR

Gaëlle Loinger-Benamran is an Intellectual Property Lawyer who created PARTENAIRES PI 10 years ago with the desire to turn it into an efficient office that responds to the needs of its clients in an operational and reactive way. Beyond the protection of rights, Gaëlle quickly became interested in the economic aspects of IP and specialized in defining and setting up strategies to defend and value intangible assets.

In addition to a monopoly on exploitation, industrial property rights confers a competitive advantage to their owners, where such private intangible rights offer genuine economic value, and represent a growth vehicle for the companies that exploit them, whether directly or indirectly.

To establish the extent of their economic potential, it is important to first understand (1) their transversal nature, and (2) their potential economic valuation.

### 1) Understanding the transversal nature of IP assets

Industrial property rights are transversal in nature. They have a three-fold existence in the fields of law, marketing, and finance.

In the first instance, they are legal titles that confer on their owner an exploitation monopoly, the sustainability of which depends on their availability, their distinctiveness, and the thoroughness of the registration process.

From a marketing point of view, industrial property rights enable a company to set it itself apart, to distinguish itself in the

eyes of the public, and also to differentiate its products and services from those of its competitors.

The existence of a superposition of industrial property rights for a single product or service can confer a competitive advantage on the company holding such rights lasting several months or even years.

Finally, industrial property rights have a financial and accounting dimension. Their inclusion in the accounts creates intangible assets.

For the owner, the industrial property right appears on the balance sheet as an asset if it generates income, if it can be sold and/or legally protected, and if it remains a company asset for more than one year.

The multi-disciplinary aspect of industrial property makes it a powerful weapon of economic competitiveness: where legal, marketing, and financial factors combine to support an industrial property right, its valuation is assured and the company is able to create genuine added value to its assets.

**“The multi-disciplinary aspect of industrial property makes it a powerful weapon of economic competitiveness”**

The economist G. Lecointre conducted a study into the added value that companies enjoy from their intangible assets by assigning to the intangible assets of 1,000 SMEs a rating of between 0 and 20. He observed that companies with a rating between 18 and 20 had a compound annual revenue growth rate (CAGR) of 6.7%, while those with a rating between 8 and 10 had a CAGR of 1.7%<sup>1</sup>.

Industrial property assets are more than ever a source of growth for economic operators if they are able to exploit them via an adapted strategy, optimising their value and advantages.

### 2) Understanding IP asset valuation methods

Among economic operators, the general view of the utility of industrial property rights has changed over the past 20 years. Initially seen by professionals as a means of excluding competitors, today it is viewed as a growth lever in its own right. Economic operators have understood the potential of IP assets, which they now perceive more as an investment to be budgeted and converted into profit.

Companies have discarded the somewhat restrictive vision of their rights in terms of exclusivity, and now consider them to

## KEY POINTS

- Industrial property is transversal in nature: legal, marketing, and financial.
- Industrial property is not only a right that confers exclusivity, it is a growth lever, an essential and profitable investment.
- The valuation of intangible assets is a function of a targeted strategy established within the company's overall development objective.
- The valuation of IP rights produces a numerical result whereas the reference criteria are purely legal and qualitative.

be a means of structuring a market via value creation strategies such as licensing, co-existence agreements, and strategic alliances.

The choice of valuation is combined with the overall commercial and financial strategy of the company to ensure maximum profitability.

In this regard, periodic valuation of industrial property rights is required prior to determining the growth generated.

Valuation may be used, in particular, to avoid a tax error when pricing assets and

incorporating them on the balance sheet. In accounting terms, an industrial property right is an intangible asset subject to income or corporation tax, and it is also subject to capital gains and VAT upon assignment or licensing.

The IP rights must also be valued for accounting depreciation (for designs and patents only), to cost a contribution in kind or to calculate a royalty for a licensing agreement.

The most commonly practiced valuation method is that of discounted cash flow.

The different phases of which are established in accordance with the valuation objective, enabling its benefits to be targeted.

1. First of all, the scope must be defined by verifying (i) the existence and ownership of all the industrial property rights, the thoroughness of the submission/registration procedures, the absence of potential obstacles that could undermine their sustainability, and (ii) the contractual environment of the rights.
2. The risks detected and/or the advantages revealed must also be rated based on a scale established by the evaluator.
3. Finally, based on the calculated value, taking into account the company's revenue and the forecasts made, a discount or premium must be applied in line with the extent of any identified risks and/or advantages.

In this manner, we move from a qualitative and legal appreciation of industrial property rights to an accounting and financial result.

The continuous and controlled valuation of the industrial property assets makes it possible to ensure its financial optimization in the service of an overall economic growth of the company.



© Partenaire PI

*PARTENAIRES PI has extensive experience in the field of intellectual property thanks to the professional experience of its people, whose profiles and career paths complement one another. Thanks to the wealth of such experience and a shared set of values, PPI's partners are perfectly equipped to assist their clients in all strategic aspects of Intellectual Property.*

<sup>1</sup> G. Lecoître, "Le capital immatériel, source de valeur et de performance," *Les Echos*, 16/02/2017

<sup>2</sup> C. Kalanje, SME division of WIPO, [www.wipo.int](http://www.wipo.int)

# Privacy Shield: First Annual Assessment and Resonance with the GDPR Sword

The Privacy Shield has brought improvements to the prior Safe Harbor framework but has been criticized on several counts. Moreover, with the GDPR and its extra-territorial reach being applicable from May 25th 2018, the application of the Privacy Shield is further challenged.



**Constantin Pavleas,  
Founder**

## ABOUT THE AUTHOR

Constantin founded Constantin Pavleas Avocats in 2001, an IT/IP boutique. Constantin advises clients on IP strategy, intellectual property, technology transactions and on data protection. He regularly engages as IP counsel in M&A transactions. Constantin teaches IT law at HEAD.

The Privacy Shield<sup>1</sup>, the scheme that was designed by US and EU authorities to replace Safe Harbor to comply with data protection requirements when transferring personal data from the European Union and Switzerland to the United States, underwent its first annual joint review in September 2017.

## First Annual Joint Review and Remaining Concerns

Although noting improvements to the prior framework<sup>2</sup>, the EU working group on data protection matters (“G29”) identified at least six areas of concern with respect to its commercial aspects<sup>3</sup>. Such concerns include the need for clear guidance and information to the adhering companies on the principles of the Privacy Shield<sup>4</sup>, clear and easily available information for EU individuals regarding their rights and available recourses and remedies, the diverging interpretation between the Department of Commerce (“DoC”) and G29 on HR data<sup>5</sup>, the distinction to be made between data controllers and data processors, the

necessity to provide legal guarantees for automated decisions<sup>6</sup>, the need for increased cooperation between US authorities and the lack of oversight and supervision by US authorities of compliance with the principles<sup>7</sup>. The latter concern particularly resonates in connection with recurrent scandals of personal data misappropriation and misuse, such as the one relating to Cambridge Analytica’s unauthorized use of Facebook subscribers’ data to influence the last US presidential campaign<sup>8</sup>.

G29 also reiterated prior concerns, such as the absence in the Privacy Shield scheme of key definitions or the absence or limitation of certain rights of data subjects<sup>9</sup>. G29 has requested that all these areas of concern be resolved by the next annual joint review, failing which it would initiate judicial proceedings against the Privacy Shield adequacy decision.

## The inconsistencies with, and extra-territorial reach of, GDPR

The Privacy Shield and GDPR principles are defined differently and a

number of inconsistencies exist between the two sets of rules. For example, certain Privacy Shield principles are subject to a reasonableness qualifier such as the security<sup>10</sup> principle or the obligation to ensure that personal data are reliable for their intended use, accurate, complete and current. No such reasonableness qualifier applies to the equivalent GDPR principles of respectively security, data minimization and accuracy<sup>11</sup>. The Privacy Shield is silent on automated decisions, and it falls short on certain rights of data subjects, such as the rights to object, to erasure, restriction of processing or data portability. In addition, certain GDPR obligations of controllers or processors, such as privacy by design and by default, the notices of security breaches or the joint liability of controllers and processors, are not reflected in the Privacy Shield scheme.

Nonetheless, GDPR may directly apply to US self-certified organizations under the Privacy Shield, to the extent they are also subject to GDPR’s extra-territorial provi-



## KEY POINTS

- There are inconsistencies between Privacy Shield principles and GDPR. In addition, GDPR reinforces data subject rights and compounds obligations of controllers and processors beyond the Privacy Shield scheme.
- Self-certified US companies under Privacy Shield may be subject to GDPR pursuant to its extra-territorial reach.
- Such US companies shall comply with the heavier GDPR requirements and appoint a representative in the EU.

sions. Indeed, GDPR applies to organizations not established in the EU, if the processing is relative to the sale of goods or services in the EU; or to the monitoring of individuals' behavior within the EU. Arguably, the majority of Privacy Shield self-certified organizations would fulfill either of these conditions and be subject to GDPR and its dramatically increased sanctions<sup>12</sup>. In addition, these organizations will have to appoint a representative in the European Union<sup>13</sup>.

## Conclusion

Still under scrutiny<sup>14</sup> and subject to calls by G29 for further improvement, the Privacy Shield will not be a sufficient framework to those US companies processing European personal data and that are also subject to the GDPR. As a result, Privacy Shield self-certified US companies will need to assess whether they satisfy the criteria for GDPR extra-territorial application. In such case, said companies will be required to comply with GDPR, failing which they may be subject to the severe sanctions provided by this new European legislation.

<sup>1</sup> Commission Implementing Decision (EU) 2016/1250 of 12 July 2016 (...) on the adequacy of the protection provided by the EU-US Privacy Shield, entered into force in the EU on August 1, 2016.

<sup>2</sup> G29 noted the efforts made by the US authorities to set up a comprehensive procedural framework to support the operation of the Privacy Shield, including the implementation of thorough procedural checks prior to self-certification by a dedicated team within the US Department of Commerce (10 people on a full-time basis to date), the use of Independent Recourse Mechanisms providers (IRMs) for outside compliance review, specific steps taken for annual recertification, and following up with companies that withdraw from the scheme.

<sup>3</sup> « EU-US Privacy Shield – First Annual Joint Review » adopted on 28 November 2017.

<sup>4</sup> Based on the figures in the G29 report, over 2400 organizations are self-certified under the Privacy Shield to date, among which 60% are SMEs and 83% conducted an internal self-assessment to self-certify (vs an assessment by an external auditor).

<sup>5</sup> US authorities consider that HR data are only those related to the employees of the certified organization, whereas G29 considers that any data concerning an employee in the context of an employer-employee relationship from an EU company should be treated as HR data and the receiving US organization should have an active HR data certification.

<sup>6</sup> G29 called for the right to know the logic involved and the possibility for the individual to request the reconsideration of the decision on a non-automated basis.

<sup>7</sup> To date, oversight principally relies on IRM providers which entails possible conflicts of interest, as they do both ex ante compliance review and act as ex post independent recourse mechanism.

<sup>8</sup> Le Monde 25-26 March 2018, "Cambridge Analytica au coeur de la tempête politique, médiatique et judiciaire". According to the Privacy Shield website, Cambridge Analytica LLC self-certified under Privacy Shield on 11 May 2017.

<sup>9</sup> G29 opinion dated 13 April 2016 on the draft Privacy Shield decision.

<sup>10</sup> Pursuant to Article 32 of GDPR, the obligation for the controller or the processor "to implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk" is not subject to a reasonableness standard, although state of the art, costs of implementation and nature, scope, context and purposes of the processing, as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, must be taken into account.

<sup>11</sup> Article 5(c) and (d) of GDPR.

<sup>12</sup> Pursuant to Article 83 of GDPR, depending on the severity of the breach, the higher of either 10 or 20 million Euros and 2 or 4% of total worldwide annual turnover of the preceding financial year.

<sup>13</sup> Article 27(1) of GDPR.

<sup>14</sup> Two annulment actions have been filed with the CJUE against the implementing decision of the Privacy Shield by Digital Ireland (Case n° T-670/16) and by the Quadrature du Cercle (Case n° T-738/16). The former action has been declared inadmissible by the CJUE (Order dated 22 November 2017), but the second procedure is still pending.



# The Patent Prosecution Highway (PPH) programs

The increasing number of patent applications before certain offices has led to a backlog of unexamined patent applications. In case of need, the applicant should thus choose the most appropriate procedure, such as the PPH programs, in order to speed up the granting process.



**Jean Baptiste Thibaud,  
Attorney**



**Mickaël Jeuland,  
Attorney**

## ABOUT THE AUTHORS

Jean Baptiste Thibaud, engineer of the Ecole Centrale Paris and PhD, European Patent Attorney, Director of the Patent Department at LOYER & ABELLO. Mickaël Jeuland is a European Patent Attorney, graduate engineer of the Institut Supérieur des Techniques de l'Ingénieur d'Angers and Paris II, Deputy Director of the Patent Department at LOYER & ABELLO.

## Controlling the length of the examination procedure

Patent law is currently based, to a great extent, on national or regional patents which are granted by a State, or a group of Member States, and that provide a monopoly limited to the corresponding territory. As a result, each national and regional office conducts an independent examination. This generates higher costs due to the repeated examinations and gives rise to patents with potentially very different scopes.

As a result of the massive growth of patent applications in the last two decades, most of the offices in charge of their examination have to face significant delays. The time required to obtain a patent before some of these offices can sometimes exceed five years.

Controlling the length of the examination procedure is an essential part of setting an efficient intellectual property strategy. The applicant might sometimes have an interest in delaying the examination procedure. In that way, he can limit the legal costs until the economic value of the patent is established, while keeping open the

**“Controlling the length of the examination procedure is an essential part of setting an efficient intellectual property strategy”**

possibility of changing the scope of the patent. For example, when the applicant is still choosing the best mode for carrying out his invention or when he wants to take into account the competing products entering the market.

In many circumstances, however, the applicant needs to diminish the duration of the examination procedure. This is particularly the case when the invention involves a short-life-cycle product which will rapidly be improved or substituted by a more efficient one. Moreover, since the courts cannot

decide in infringement matters as long as the patent is not granted, the duration of the examination procedure may be critical when a counterfeiting product has been identified.

Eventually, obtaining a patent as soon as possible is also important when the applicant wishes to license his invention or to attract investors for the purpose of raising funds.

Various actions have been undertaken by intellectual property offices all over the world in order to ensure greater efficiency

in the examination of patents. On one side, rationalization efforts have been undertaken in the public interest, that is, to know the final scope of protection within a reasonable time. On the other hand, the Patent Prosecution Highway programs (PPH) offer another tool to speed up the granting of a patent.

## Enhancing international cooperation through PPH programs

Since 2006 and the signing of the first PPH bilateral agreement between the Japanese and the American offices, several bilateral and multilateral PPH programs have been created between the offices in charge of patent examination. The idea is to pool research and examination efforts. Since 2014, the European Patent Office (EPO) has been involved in the PPH pilot program within the “IP5” group. It is the name given to a forum of the five largest intellectual property offices in the world (United States, Europe, Japan, Korea and China). More recently, the EPO has signed other bilateral agreements (with Canada, Israel, Mexico, Singapore, the Eurasian Office, Australia, Colombia, Malaysia, the Philippines and Russia).

The PPH programs enable the applicant to ask a patent office to take into account

**KEY POINTS**

- The massive growth in patent applications generates delays before certain offices
- Controlling the length of the examination procedure is an essential part of setting an efficient intellectual property strategy.
- PPH programs also enable the applicant of patent whose claims have been found patentable by a first office to initiate an accelerated procedure before a second office provided that it involves the same invention.
- The PCT procedure is a possible point of entry to a PPH examination.

the results of the research and examination work that has been conducted on the invention by another office.

PPH programs also enable the applicant of patent whose claims have been found patentable by a first office to ask an accelerated procedure from a second office provided that it involves the same invention.

**How to initiate an accelerated PPH procedure**

Applicants who wish to initiate a PPH procedure must satisfy the following conditions:

- There must be a patent application to be examined whose examination has not yet started. The filing date of the application must be the same as the one of a patent that has already been examined for the invention at issue (because of a priority claim usually).
- The application that has already been

examined must have one or several claims found valid by the first patent office.

- The claims of the application to be examined by the second patent office should correspond to the claims that were found valid.
- The procedural documents (official letters and responses) must be communicated, possibly with their translations, to the second office by the application or through their transactions.

**What is a PPH examination procedure?**

From the date of reception of a proper request for PPH examination, the second office starts an accelerated processing. The official letters are issued as soon as possible. The response time set for the applicant can also be tighter. Generally, the PPH examination does not involve any additional fee for the applicant.

The application that is examined by the first office can be a national or a PCT international filing. In the latter case, the PCT system brings two advantages that can reduce the charges imposed on the applicant:

- The PCT procedural documents are put online by the WIPO (PATENTSCOPE service), and can be accessed by the second office.

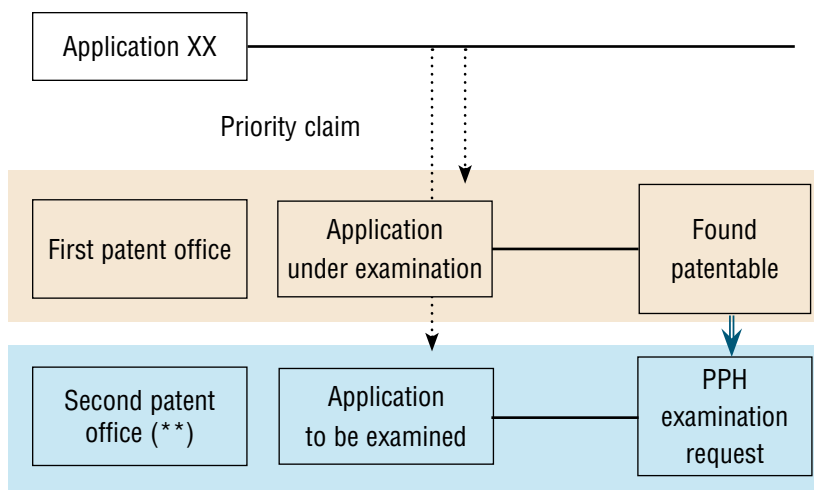
- The opinion taken by the first office as part of the PCT procedure (international search or examination reports) is translated to English by the WIPO.

In concert with these guiding principles, slight differences can exist from one patent office to another.

How does the PPH examination procedure benefit the applicant?

PPH programs do not provide any guarantee for a fully unified substantive examination, in particular because of the potential differences regarding the assessment of the patentability criteria. However, statistics show higher patenting rates and a better chance for the direct granting of a patent, with no official letters. It thus offers a faster procedure than the traditional one. Therefore, PPH examination is a useful option for the applicants wishing to accelerate the granting of their patents in a country where such an agreement has been made.

PPH programs constitute a further step towards greater international harmonization in patent granting proceedings. By diminishing the redundant work made by the offices, PPH programs contribute to the adaptation of the international patent system and provide some solutions to the growing volume of work patent offices have to face. ♦



(\*\*) The first and second patent offices are bound by a PPH agreement.

# Connected Objects in Healthcare Are Very Valuable IP Rights!

Innovation in the Internet of Things is amazing, especially in the medical devices and healthcare industry. Yet the valuation of connected objects is a real issue. Which is the fair value of these assets? What are the keys to value the connected objects' intellectual property?



**Caroline de Mareuil-Villette,**  
French, Belgian & European  
Patent Attorney



**Claire Verschelde,**  
French, Belgian & European  
Patent Attorney

## ABOUT THE AUTHORS

Caroline de Mareuil-Villette and Claire Verschelde, Ph.D., French, Belgian & European Patent Attorneys, are founding partners of ICOSA, an IP law firm in medical devices, life sciences and chemistry). In addition to their expertise in patents, ICOSA has developed skills in the protection of software, databases and copyright to meet its client's demand for protection of connected objects in healthcare.

Connected objects played a starring role in the huge 2015 CES Convention in Las Vegas, as more than 900 exhibitors presented connected objects. In 2013 a McKinsey report predicted that by 2025 the market for connected objects in healthcare would be between \$1.1 billion and \$2.5 billion, and that the strongest innovation would be dedicated to treatment and remote monitoring of patients having chronic diseases (such as diabetes, for example), implementing incredible sensors and software. A few years on, it sounds like this prediction was probably an underestimate.

Our health is a major goal for the medical industry involved in connected objects. From the connected watch to the health API on our smartphone, a vast quantity of data is registered: how fast and often we walk or run, what our cardiac rhythm is, and even how deep we sleep. Sometimes, we do not even realize that this data is automatically collected when our smartphone is on. There is no doubt that connected objects will, by themselves, take a larger place in our lives and in healthcare management.

In this technological revolution, valuating innovation is of huge importance. Every

week in the news, we hear that big companies gets involved with or take control of startups, building up the connected objects of the future. Is valuation based on human skills and extraordinary people or, more basically, on the incredible intellectual property (IP) underlying these connecting objects? Probably both. For IP, valuation relies on intangible assets: utility patents, design patents, databases, software, copyrights and Trademarks.

### Intellectual property: the smart card to play

Patenting a connected object is not that simple, and must take into account existing case laws, especially in the US.

In the US, in the *Alice Corp v. CLS Bank* case, the Supreme Court set a distinction between a patentable and a non-patentable invention. Abstract ideas are not eligible for patent protection: anytime a USPTO examiner suspects an abstract idea, he/she is supposed to further review the claims to determine whether they amount to "significantly more" than an abstract idea. If the answer is positive, i.e. if the invention is found to provide a significant contribution much higher than the abstract idea in itself, then the claims are determined to relate to

patent-eligible subject matter, which makes it sounds very intellectual. It actually is. Therefore it starts to become a real headache to draft patent applications on connected objects, and the challenge is to show that the software solution integrated in the objects brings, together with the hardware and the structure of the object, a significant contribution to the state of the art.

In Europe, a patent is a technical solution to a technical issue. This solution can implement software but cannot, as a whole, be software. The number of patents filed with the European Patent Office grows every day (+11% in 2015)!

Patent rights are not the only intellectual property rights at stake: there are no connected objects without data collection. The issue of big data is real: A race to own databases on everything is a currently taking place. Database IP rights is an independent right, *sui generis*, and using it to value intellectual property is an excellent idea.

Also, thinking of connected objects immediately refers to design: importance and value of design patent and models grows every day. These are also very valued in the anti-counterfeiting fight.

## KEY POINTS

- Connected medical devices have become a major issue
- The valuation of connected medical devices is closely linked to the strength of their intellectual property rights
- Various protections must be considered simultaneously: patents, software, databases, trademarks, copyright
- The most effective strategies are recognized by the major market players, who invest heavily to dominate this market with great potential

### Know-how: how to value intellectual property in a very active transactional market

Being able to create an IP assets portfolio is a quality expected from the CEO of a technological startup. The whole wealth of the startup relies on its IP assets and the CEO has to be in a position to capitalize them. Identify what is valuable in the ideas and R&D results, understand how the collection of data can be efficiently used as a commercial resource, ask for development of user-friendly graphic interface, manage the copyrights, protect source codes, assess the need for new designs, use commercial secret, have patent applications filed: these is the strategic work of a CEO.

Valuating an IP portfolio is a preliminary step of any acquisition or fund raising. This exercise has to meet precise requirements: define valuation perimeter, distinguish essential assets from accessories, know about the strengths and weaknesses

of these assets, mitigate development-associated risks, and keep a time schedule on development consistent with the business plan.

When assessing value of connected objects, it is recommended to refer to comparative market analysis, while in this case, we tend to be cautious with regard to the highest valuations. At the moment, the leading players of the market are in competition on this market in high potential, which just begins to open, and the highest valuations reach sky high summits: Google acquired Nest for more than 3 billion dollars, Qualcomm acquired CSR for more than 2.5 billion dollars, and Cisco has invested 1 billion dollars in various startups and continues to announce new purchases. This does not mean that all connected objects startups will be able to reach such high purchase prices, but the number of transactions clearly shows that the market for mergers / acquisitions of connected objects startups is extremely active.

### Standards: a major challenge

Finally, it is almost certain that the connected objects industry will pass through the paths opened by the telecom players. Many competing systems exist, but with the development of connected objects, network standardization will become necessary. Industrial property matters may well arise. Some patents will become what is called SEP (Standard Essential Patents), i.e. patents which claim an invention which is required to ensure compliance with the applicable standards; the various companies will have to find the conditions on which licenses can be granted: the FRAND (fair, reasonable, and non-discriminatory) system may be called in again. Who will select the standards for connected medical devices? Will it be each State, in a desire to combine telemedicine and connected medical devices? Will the EU manage the standards, at the dawn of this major change of life and habits? The proposals will certainly come from private companies, dominating the medical device sector. The stakes are incredibly high.

MEDTECH IS THE SECTOR WITH THE LARGEST NUMBER OF PATENT APPLICATIONS, WITH AN INCREASE OF 11% IN 2015 COMPARED TO 2014

#### MEDICAL TECHNOLOGY



12,474  
+11% ↗

#### DIGITAL COMMUNICATION



10,762  
+3,2% ↗

#### COMPUTER TECHNOLOGY



10,549  
+7,8% ↗

#### ELECTRICAL MACHINERY APPARATUS, ENERGY



10,198  
-1,8% ↘

#### TRANSPORT



7,802  
-1,6% ↘

#### MEASUREMENT



7,727  
+8% ↗

#### ORGANIC FINE CHEMISTRY



6,414  
+2,1% ↗

#### ENGINES, PUMPS, TURBINES



6,374  
+17,9% ↗

#### BIOTECHNOLOGY



6,048  
+5,1% ↗

#### PHARMACEUTICALS



5,884  
+9,6% ↗



<b>P.255</b>	<b>VENTURE CAPITAL</b>		298	Candé Blanchard Ducamp.....+33(0)1 84 16 75 35
<b>255</b>	<b>FRANCE</b>		299	Constantin Pavleas Avocats.....+33(0)1 43 37 30 30
255	Hi Inov.....+33(0)1 84 79 05 57		300	De Gaulle Fleurance & Associés.....+33(0)1 56 64 00 00
<b>P.256</b>	<b>FINANCIAL ADVISORS</b>		301	EBL Lexington.....+33(0)1 83 75 41 41
<b>256</b>	<b>FRANCE</b>		302	Gilbey Legal.....+33(0)1 56 02 62 00
256	Bryan, Garnier & Co.....+33(0)1 56 68 75 00		303	Hirsch.....+33(0)1 53 23 92 10
<b>P.257</b>	<b>STRATEGY &amp; MANAGEMENT ADVISORS</b>		304	Hoyng Rokh Monegier Véron.....
<b>257</b>	<b>FRANCE</b>		305	Jacob Avocats.....+33(0)1 73 02 02 10
257	BT2i .....+33(0)1 47 08 92 19		306	Laude Esquier Champey.....+33(0)1 75 44 47 00
<b>P.258</b>	<b>PATENT &amp; TRADEMARK ATTORNEYS</b>		307	Lawways.....+33(0)1 43 18 16 50
<b>258</b>	<b>BELGIQUE</b>		308	Linklaters.....+33(0)1 56 43 56 43
258	Kirkpatrick.....+32 2 652 16 00		310	Marchais & Associés.....+33(0)1 56 59 76 76
<b>260</b>	<b>FRANCE</b>		311	Scan Avocats.....+33 (0)1 47 64 69 85
260	GPI & Associés.....+33(0)4 42 90 52 50		312	Valérie Perrichon Avocats .....+33 (0)1 43 12 50 60
261	INSCRIPTA.....+33(0)1 48 74 86 94		<b>313</b>	<b>GERMANY</b>
262	IPSIDE.....+33 (0)5 31 50 00 22		313	Bartel Legal.....+49 89 80 91 28 96
263	IPSILOIN.....+33 (0)1 55 59 05 80		314	Hoffmann Eitle.....+49 89 92 40 90
264	IXAS Conseil.....+33(0)4 78 37 75 16		316	Kather Augenstein.....+49 211 513 53 60
265	Lambert & Associés.....+33(0)1 55 35 93 33		317	Preu Bohlig & Partner.....+49 893 83 87 00
266	Tmark.....+33(0)1 43 12 86 12		<b>318</b>	<b>ARGENTINA</b>
<b>267</b>	<b>RUSSIA</b>		318	Obligado & Cia.....+ 54 11 4114-1100
267	Patentus.....+7 495 514 0594		<b>319</b>	<b>ITALY</b>
<b>268</b>	<b>ITALY</b>		319	IP Law Galli.....+39 0254 123 094
268	Studio Torta.....+39 011 561 1320		320	Legance.....+39 06 93 18 271
<b>P.270</b>	<b>LAW FIRMS</b>		322	LGV Avvocati.....+39 02 5406 971
<b>270</b>	<b>BRAZIL</b>		323	Lombardi Segni e Associati.....+39 02 8962 21
270	Baptista Luz.....+55 (11) 3040 7050		324	Maschietto Maggiore Besseghini.....+39 02 8723 9400
271	Bhering Advogados.....+55 (21) 2221 3757		325	Orsingher Ortu Avvocati Associati.....+39 02 8907 5050
272	BMA – Barbosa, Müssnich, Aragão.....+55 (21) 3824 5757		326	Spheriens.....+39 055 263 381
273	BVA - Barreto Veiga e Advogados.....+55 (11) 4081 1900		<b>327</b>	<b>LUXEMBOURG</b>
274	Campos Mello Advogados.....+55 (21) 3262 3000		327	Bonn Steichen & Partners.....+352 26025 1
275	Dannemann Siemsen.....+55 (21) 2237 8700		328	DCL Avocats.....+352 2600 11 1
276	Daniel Legal & IP Strategy.....+55 (21) 2102 4212		<b>329</b>	<b>MEXICO</b>
277	David do Nascimento.....+55 (11) 3372 3766		329	AXKATI.....+52 (55) 4161 0852
278	Di Blasi Parente & Associados.....+55 (21) 3981 0080		330	Basham, Ringe y Correa.....+52 555 261 0400
279	Felsberg.....+55 (11) 3141 9100		331	BGBG.....+52 555 292 5232
280	Hugo Silva & Maldonado.....+55 (21) 2516-2600		332	Lexel Abogados.....+52 555 245 1701
281	Kasznar Leonardos.....+55 (21) 2113 1919		333	Lex Informática Abogados.....+52 55 6395 9011 /9012 / 9013
282	Licks Attorneys.....+55 (21) 3550 3700		334	Lex Informática Consultores.....+52 55 4774 0597
283	L. O. Baptista Advogados.....+55 11 3147 0800		335	R10S Abogados.....+ 52 55 5280 2789 / +52 55 5280 2794
284	Mário de Almeida.....+55 51 3225.5533		336	Uhthoff.....+52 55 5533 5060
285	Montauray Pimenta, Machado & Vieira de Mello..... .....+55 (21) 2524 0510		<b>337</b>	<b>PERU</b>
286	Siqueira Castro.....+55 (11) 3704 9840		337	Barlaw - Barrera & Asociados.....+511 713 9960
287	Trench Rossi Watanabe.....+55 (11) 3048-6800		338	Barreda Moller..... +511 221-5715   221-5720
<b>288</b>	<b>CHILE</b>		339	BRDA Abogados.....+511 321 2626
288	Covarrubias & Cía.....+562 28872300		340	Clarke, Modet & C°.....+511 461 2073
289	Marinovic y Cia.....+56 2 2 246 3630		341	Espinosa Bellido.....+511 421 8164
<b>290</b>	<b>COLOMBIA</b>		342	Estudio Muñoz.....+511 611 7000
290	Olarte Moure.....+51 (1) 601 7700		344	Kresalja.....+511 241 45 45
<b>291</b>	<b>ECUADOR</b>		345	Montezuma & Porto.....+511 711 0001
291	Barzallo & Barzallo.....+593 604 0700		346	Pacón & Schiantarelli.....+511 4800 200
292	Fabara & Compañía.....+593 2 3820750 / +593 2 222 0550		347	Rodríguez García.....+519 9 3338 795
<b>293</b>	<b>FRANCE</b>		<b>348</b>	<b>SWITZERLAND</b>
293	Amar Goussu Staub.....+33(0)1 55 35 05 35		348	Lenz & Staehelin.....+41 58 450 7000
294	Bardehle Pagenberg.....+33(0)1 53 05 15 00		349	Niederer Kraft & Frey.....+41 58 800 8000
295	Bird & Bird.....+33(0)1 42 68 60 00		<b>350</b>	<b>TURKEY</b>
296	Bismuth.....+33(0)4 72 60 53 93		350	Deris.....+90 212 252 6122/23
297	Cabinet M-P. Escande.....+33(0)1 45 74 03 98		<b>351</b>	<b>URUGUAY</b>
			351	Cervieri Monsuárez & Associates.....+598 2622 9990

 Top Advisors Directory  
**VENTURE CAPITAL**

 Country  
**FRANCE**



 24-26, place de la Madeleine  
75008 Paris  
France  
Phone: +33 (0)1 84 79 05 57  
Fax: +33 (0)4 26 46 11 29  
contact@hiinov.com  
**www.hiinov.com**



**Pierre-Henri Dentressangle**



**Valérie Gombart**

## POSITIONING

Founded in 2012 by Pierre-Henri Dentressangle (President) and Valérie Gombart (Chief Executive Officer), Hi Inov SAS is the venture capital arm of Dentressangle. Its first fund Hi Inov 1, which most of the € 40m of capital results from industry and service entrepreneurs targets innovative young companies of the digital economy in e-services, mobile Internet, industrial IoT, retail technologies and SaaS dedicated to the digitization of large corporations. Since 2015, Hi inov has been managing the € 30m SNCF Digital Ventures fund, to invest in start-ups accelerating the digital mutation of SNCF group.

Hi Inov is involved in equity investment amounts between €1 M and €8 M, and a minimum quota of 15% of the capital of the target company. Hi Inov holds 14 investments including Geolid, Plat-form.sh, Commanders Act, Famoco, Deepki and Intercloud

Hi inov is an active investor systematically represented in the governing bodies.

With experiences in various trades, Hi Inov supports entrepreneurs in their project to promote growth in the fastest and most efficient way.

## OFFICES

- 24-26, place de la Madeleine  
75008 Paris  
France
- Headquarter  
30 Bis, rue Sainte-Hélène  
69287 Lyon Cedex 02  
France

## CONTACTS

**Pierre-Henri Dentressangle:** [ph.dentressangle@hiinov.com](mailto:ph.dentressangle@hiinov.com)

**Valérie Gombart:** [v.gombart@hiinov.com](mailto:v.gombart@hiinov.com)

## BUSINESS

- Saas, Paas, data driven technologies
- BtoB collaborative and mobile applications, industrial IoT
- Smart transportation
- E-services

 Top Advisors Directory  
**FINANCIAL ADVISORS**

 Country  
**FRANCE**

  
**BRYAN, GARNIER & CO**

 26, avenue des Champs Elysées  
75008 Paris  
France  
Phone: +33 (0)1 56 68 75 00  
Fax: +33 (0)1 56 68 75 01  
[www.bryangarnier.com](http://www.bryangarnier.com)



**Olivier Garnier**  
Managing Partner, UK



**Greg Revenu**  
Managing Partner, France



**Thibaut De Smedt**  
Partner, France



**Olivier Beaudouin**  
Partner, France



**Falk Müller-Veerse**  
Partner, Germany



**Hervé Ronin**  
Partner, France



**Guillaume Nathan**  
Partner, France



**Philippe Patricot**  
Managing Director,  
France



**Jay Marathe**  
Managing Director,  
Germany



**Pierre Kiecolt-Wahl**  
Managing Director,  
France



**Charles Tellier**  
Managing Director,  
France



**Stanilas de Gmeline**  
Managing Director,  
France



**Dan Dysli**  
Managing Director,  
Switzerland



**Phil Walker**  
Managing Director,  
UK

## POSITIONING

Bryan, Garnier & Co is a leading European investment bank in the technology sector.

Our franchise provides full-service investment banking solutions to emerging companies and large corporations, as well as private and public investors focused on the technology, media and telecommunication markets.

The Bryan, Garnier & Co European technology practice comprises more than 50 professionals based in London, Paris, Munich and Zurich, including senior investment bankers, equity research analysts and specialist sales with exceptionally deep industry expertise and knowledge about the technology landscape.

Bryan, Garnier & Co is authorized and regulated by the FCA in the United Kingdom, the SEC in the USA, is a member of the London Stock Exchange and Euronext, and is active on all European capital markets.

## BUSINESS

- Investment Banking
- Mergers & Acquisitions
- Fund raising
- Public M&A
- Initial Public Offering
- Brokerage
- Equity Research

## OFFICES

- London
- Paris
- Munich
- Zurich
- New York

## CONTACTS

**Olivier Garnier**, Managing Partner

**Greg Revenu**, Managing Partner

**Thibaut De Smedt**, Partner, Software

**Olivier Beaudouin**, Partner, Technology & Smart Industries

**Falk Müller-Veerse**, Partner, Technology

**Hervé Ronin**, Partner, Healthcare

**Guillaume Nathan**, Partner, Business Services

**Philippe Patricot**, Managing Director, Technology

**Jay Marathe**, Managing Director, Technology & Smart Industries

**Pierre Kiecolt-Wahl**, Managing Director, Equity Capital Markets

**Charles Tellier**, Managing Director, Consumer

**Stanilas de Gmeline**, Managing Director, Business services

**Dan Dysli**, Managing Director, Healthcare

**Phil Walker**, Managing Director, Healthcare



# BT2i

BUSINESS  
& TECHNOLOGY  
INTELLIGENCE  
FOR INNOVATION

 Top Advisory Directors  
**STRATEGY  
& MANAGEMENT ADVISORS**

 Country  
**FRANCE**

 238, route de l'Empereur  
92500 Rueil-Malmaison  
France  
Phone: +33(0)1 47 08 92 19  
contact@bt2i.eu  
**www.bt2i.eu**



**Marc-Henri Ménard**



**Thierry Brolon**



**Pierre-Jean Ménard**

## POSITIONING

BT2i® relies on a network of some hundred experts with offices and correspondents in Beijing, Boston, Hyderabad, Kyiv, New Delhi, Moscow, Riga, Sao Paulo, Shanghai, Singapore, Tel Aviv, St Petersburg and San Diego.

BT2i's experts are fully integrated into our missions and participate in project meetings with customers. BT2i is a trusted partner for academic researchers and industrial and service companies of all sizes, to support them more effectively in the implementation of their Open Innovation strategy in all regions of the World, in matured countries as in emerging markets.

Our offer is clear: we are able to identify potential and trusted partners for our clients, assist them to evaluate, select and contact these innovation partners to develop secure, scientific and technological Win-Win cooperation. This is the DNA of the BT2i's founders, consultants, experts and international correspondents.

We operate in 4 major Practices:

- Innovative Materials & Processes
- Eco-Innovation – Energies
- IT/IoT – Digital Economy
- Pharma/Biotech – Health & Nutrition

## BUSINESS

- Technology Watch & State of the art: InnoGetFinder™, TechWatch™
- Multi-client Technology Watch serie: TWatch™
- Innovation Watch & Ideation: IDWatch™
- Technology-intensive Market Surveys: InnoMarketSurvey™
- Technological Assets Commercialization and Technology Transfer: TechTrade™
- Training for Innovation Management Best Practices: BT2i Academy™

## CONTACTS

**Marc-Henri Ménard**, CEO: [marc-henri.menard@bt2i.eu](mailto:marc-henri.menard@bt2i.eu)


**Thierry Brolon**, Associate & Practice Director: [thierry.brolon@bt2i.eu](mailto:thierry.brolon@bt2i.eu)

**Pierre-Jean Ménard**, Associate Consultant: [pierre.jean.menard@bt2i.eu](mailto:pierre.jean.menard@bt2i.eu)

 Top Advisors Directory  
**PATENT  
& TRADEMARK ATTORNEYS**

 Country  
**BELGIUM**



 Avenue Wolfers 32  
1310 La Hulpe  
Belgium  
Phone: +32 2 652 16 00  
ip@kirkpatrick.eu  
[www.kirkpatrick.eu](http://www.kirkpatrick.eu)



**Gérard Bloch**



**Lidy-Anne Jeswiet -  
van Westenbrugge**

## POSITIONING

IP issues are extremely diverse and often complex in a continuously evolving environment. We listen, ask questions, reflect, check and investigate until we really understand what the issue is. Our interests are our clients' interests. Moreover, we anticipate potential obstacles and combine the perfect knowledge of the files with efficient and feasible solutions.

### **Expertise:**

Our expertise extends over all the domains related, directly or indirectly, to our areas of business.

### **Tailor-made:**

Each client is unique. Our services are therefore customized to each client needs and preferences. All our skills, our mind of decision are offered to determine as rapidly as possible and in a transparent way the best strategy and solution.

### **International:**

Over more than 165 years, we have built up a steady network of top-tier associates across the world, which enables us to be effective in most foreign jurisdictions.

## BUSINESS

- Patents
- Supplemental protection certificates
- Plant breeder's rights
- Trademarks
- Designs
- Copyright
- Domain names
- Trade secret-Knowhow
- Internet-E-commerce
- Distribution
- Contracts
- Anti-counterfeiting
- Unfair Competition
- EU Regulations
- Due diligence
- Litigations

## CONTACTS

**Gérard Bloch:** [g.bloch@kirkpatrick.eu](mailto:g.bloch@kirkpatrick.eu)

**Lidy-Anne Jeswiet-van Westenbrugge:** [la.jeswiet@kirkpatrick.eu](mailto:la.jeswiet@kirkpatrick.eu)

# “ We are known for our ability to work within a multilingual and multi-cultural environment ”



Interview with  
**GÉRARD BLOCH**  
CEO, **KIRKPATRICK**



And  
**LIDY-ANNE JESWIET – VAN WESTENBRUGGE**  
CEO, **KIRKPATRICK**

**Leaders League.** What is it that differentiates Kirkpatrick from other practitioners in the market?

**Lidya-Anne Jeswiet – van Westenbrugge and Gérard Bloch.** We see our job, really, as that of counselors. We don't just execute the instructions of our clients. We ask questions, listen and then tell them what they should do. To this end, we try to learn as much as we can about them,

not only about their future or their goals, but also about their present on which their future depends. When we receive a to-do from a client, we need to understand the thinking behind it, so that, if they are wrong, we can put them on the right track. IP is quite complex and it is understandable that clients do not always grasp their needs. We are there to help them see clearly and to move forward. We operate on the basis that our interests are our client's interests.

#### **How would you describe the peculiarities of the Belgian IP landscape?**

There are two landscapes: the trademark and design one and the patent one. Concerning trademarks and designs there is not really a Belgian landscape, it is a Benelux one. This means that we deal with French (Wallonia), Dutch (Flemish), German and Luxembourgish speakers, with judgments and opinions based on these different cultures and backgrounds. This is a great advantage for dealing with issues related to trademarks and designs at a European level. IP awareness has been, for many years, better developed in the Netherlands. This is also linked to economic differences. We see, however, many files coming from abroad because we are known for our ability to work within a multilingual and multi-cultural environment. The majority of the Belgian corporations (over 90%) have less than ten employees each. They don't have much money and, hence, they don't invest a lot in IP and don't go to court too often. This is why the Belgian IP landscape looks like a desert. As far as patents are concerned, it is not easy to obtain a patent in Belgium, it is automatic (after having applied for). There is no examination at all. An application for a means which is totally known, and, in that sense, which is not an invention, will be allowed.

The Belgian IP system is not attractive. It is not attractive to domestic companies. It is not attractive to foreign inventors. Belgian IP professionals, like their European colleagues, act in a worldwide market, divided into three parts: European, American and Asian. In Europe, the IP firms act mainly on their national market, hardly at all on the two other markets. Because of the emptiness of the Belgian patent system, non-European applicants (Americans and Asians) seeking protection in Europe rarely select Belgian IP firms for their representation before the European Patent Office, because they believe that Belgian attorneys are not experienced enough or properly trained. They prefer German, British and sometimes French firms. To get some crumbs of this worldwide cake, Belgians have to fight like mad.

#### **How does Brexit impact your firm's work?**

The UK hasn't left yet. Last year, the London protocol was enacted in Belgium and we lost the very lucrative business of the validations of the European patents. In case of Brexit, British IP firms should be interested in closer cooperation with continental European IP firms and this might lead to a positive outcome.

#### **What are the next challenges for your firm?**

Kirkpatrick must once more become the top IP firm in Belgium and a leading one in Europe. M&A is the issue, with both an internal and an external growth. We have been working on that for a few years now and hope to attract IP attorneys from neighbouring countries who are well qualified and capable of acting according to our professional standards as defined above. ♦

 Top Advisory Directors  
**PATENT  
& TRADEMARK ATTORNEYS**

 Country  
**FRANCE**



 EuroParc de Pichaury - Bât B2  
1330 rue Guillaibert de la Lauzière  
13856 Aix-en-Provence Cedex 3  
France  
Phone: + 33 (0) 4 42 90 52 50  
Fax: + 33 (0) 4 42 97 26 32  
info@gpi-et-associes.com

[www.gpi-et-associes.com](http://www.gpi-et-associes.com)



Hervé J-P. Grünig

Laurent Pouillot

## POSITIONING

Backed with 30 years of a successful experience, GPI & Associés is an Intellectual Property Group proud in supporting business by assisting our Clients in building, protecting, defending and valuating Intellectual Property portfolios and assets.

GPI & Associés drives efficiency, availability, flexibility, energy with a touch of brio.

From local origins in Provence (South of France), GPI & Associés evolved to a worldwide coverage through Intellectual Property foreign associates all around the Globe. Cherishing proximity with our Clients, GPI & Associés has main office in Aix-en-Provence and locations in Germany, Spain and Switzerland. Moreover GPI & Associés has two IP Attorneys Boutiques in Paris, Markplus International and Wilson & Berthelot.

Dedicated to Intellectual Property, our Teams act hand in hand through three IP Attorneys Boutiques and one Office of Attorneys at Law (GPI Avocats).

GPI & Associés specializes in the Practice Areas of Patents, Trademarks, Designs, Domain Names, Copyrights, Trade Secrets, Know-How, and Geographical Indications. GPI & Associés assists Clients for freedom to operate, acquisition of Intellectual Property Assets, exploitation of Intellectual Property Assets, as well the related arbitrations and litigation.

When facing third parties, GPI & Associés defends Client's rights in close collaboration with Attorneys at Law dedicated to intellectual property, in particular with GPI Avocats, in order to form proficient IP Attorneys - Attorneys at Law Line-ups.

GPI & Associés has outstanding Expertise and renowned skills in Business Sectors, including: Aeronautics, Media & Communication, Mechanical Engineering, Publishing, IT, Fashion, R&T, Luxury Goods, Scientific Research and Wineries.

GPI & Associés has been awarded for the value of its achievements by IP Stars and Managing IP scoreboards.

GPI & Associés is a member of professional associations such as the International Trademarks Association (INTA), the American Intellectual Property Law Association (AIPLA), the New York Intellectual Property Law Association (NYIPLA), the American Bar Association (ABA), the International Association for the Protection of Intellectual Property (AIPPI), the European Community Trademark Association (ECTA) and the Professional Association of Patent & Trademark Attorneys (CNCPI).

Finally, GPI & Associés has always been very active in its regional community, focusing on sport.

## BUSINESS

### Intellectual property assets

- Patent
- Patent Office Examination
- Patent Counselling and Prosecution
- Patent Litigation
- Third Party Observations
- Appeal
- Design Patent
- Design Patent Counselling and Prosecution
- Trademark
- Trademark Counselling and Prosecution
- Copyright
- Trade Secrets
- Know-how
- Counterfeiting/Gray Market Goods

## CONTACTS

Hervé J-P. Grünig: [herve.grunig@gpi-et-associes.com](mailto:herve.grunig@gpi-et-associes.com)

Laurent Pouillot: [laurent.pouillot@gpi-et-associes.com](mailto:laurent.pouillot@gpi-et-associes.com)

 Top Advisors Directory  
**PATENT  
& TRADEMARK ATTORNEYS**

 Country  
**FRANCE**



 10, rue d'Aumale,  
75009 Paris  
France  
Phone: +33 (0)1 48 74 86 94  
Fax: +33 (0)9 70 63 01 64  
[www.inscripta.attorney](http://www.inscripta.attorney)



**Agnès Doyen**



**Manuel Roche**

## POSITIONING

Full-service boutique IP and IT firm.

INSCRIPTA is a French IP law firm founded in 2012 by registered and experienced French and European trademark and design attorneys.

INSCRIPTA aims to value IP assets as part of a company's business and strategy.

INSCRIPTA provides high-quality and competitive professional services related to trademarks, industrial designs, copyright, patents, information and communication technologies.

### A team of experts

- Characterized by their energy, experience and efficiency
- Organized to be flexible, available and responsive
- Assisted by qualified administrative professionals.

### An appropriate support

- To understand your expectations and determine your needs
- To provide first advice and quotation free of charge
- To set up a realistic and practical tailor-made strategy
- By implementing comprehensive, competitive and pre-approved fees.

### A thorough follow-up by

- Guiding and advising you during proceedings
- Reminding you of important deadlines
- Reporting and accounting
- Keeping you informed about legal news and major case-law.

### A global IP approach

- Working closely with patent engineers in various technical fields
- Cooperating with lawyers and attorneys at law in commercial law, corporate law, competition law, labor law, tax law
- Collaborating with financial experts for IP rights valuation.

## BUSINESS

- Trademarks
- Industrial designs
- Copyright
- Domain names & internet
- Patents
- Contracts
- Legal consultations
- Financial valuation
- Litigations

## CONTACTS

**Agnès Doyen**, Partner: [contact@inscripta.fr](mailto:contact@inscripta.fr)  
**Manuel Roche**, Partner: [contact@inscripta.fr](mailto:contact@inscripta.fr)

 Top Advisory Directors  
**PATENT  
& TRADEMARK ATTORNEYS**

 Country  
**FRANCE**



 6, Impasse Michel Labrousse  
31100 Toulouse  
France  
Phone: +33 (0)5 31 50 00 22  
Fax: +33 (0)5 61 16 69 48  
contact@ipside.com  
[www.ipside.com](http://www.ipside.com)



**Christophe Cornuéjols**



**Guillaume Mortreux**



**Xi Cheng**



**Jean-Christophe Hamann**

## POSITIONING

The IPSIDE firm assists and advises clients in the process of obtaining, prosecution and defense of their patents of invention, both in France and abroad.

Our collection of services allows us to offer holistic Intellectual Property strategies adapted to the needs of each of our clients. We also assist our clients in the development of their technical and legal strategies for prosecution of their inventions.

Based in France, the USA and China, we offer our clients all the full range of our technical and legal skills within the same regional office and offer a local service and responsiveness tailored to their requirements.

With 22 patent attorneys, 13 trademark and design attorneys, and 4 attorneys at law who make up the structure of IPSIDE AVOCAT, supported by 35 assistants, our team, spread across 8 French sites and 2 branch offices in Las Vegas and San Francisco, has a 100% focus on intellectual property, from the acquisition of rights to their defense and commercialization.

Our network of international associates with whom we have a special relationship allows us to meet the needs of our clients in all countries. In particular, specific links were established with China and an internal Chinese consultant is dedicated to the Asia region. Every year we file more than 300 patent applications in France, in addition to more than 1000 extensions of these patent applications in countries and regions around the world, and process more than 950 trademark filings.

## OFFICES

### France

- Paris
- Toulouse
- Bordeaux

- Quimper
- Nantes
- Tours
- Bayonne

### • Brest

- ### International
- San Francisco
  - Las Vegas

### • Beijing

- Chengdu

## BUSINESS

### Strategic assistance for establishing and exercising rights relating to patents and know how

- Patent drafting, applications and monitoring of patent procedures until they are granted in France, Europe and overseas, oppositions and EPO appeals, USPTO appeal procedures.
- Patent prior art searches for technological monitoring, patentability of technological innovations and freedom-to-operate
- Negotiation and drafting of transfer, co-ownership, license, secrecy (NDA/MTA), collaboration and research, technology transfer and subcontracting, partner search and assessment contracts
- Management of prosecution and defense patent disputes, surveys, bailiffs' findings and proof of infringement, investor and employee rights
- Auditing, technical and financial patent assessments in connection with partnerships, transfers, licenses, asset transfers or initial public offerings
- Dashboard, accounting and tax management of patent portfolios, e.g. for the allocation of innovation aid and Research Tax Credit files
- Recording of knowledge as it is created through our TripleStamp® service

## CONTACTS

**Christophe Cornuéjols**, President: [c.cornuejols@ipside.com](mailto:c.cornuejols@ipside.com)

**Guillaume Mortreux**, Partner, director of trademarks: [g.mortreux@ipside.com](mailto:g.mortreux@ipside.com)

**Xi Cheng**, CEO managing partner – IPSIDE China: [x.cheng@ipside.com](mailto:x.cheng@ipside.com)

**Jean-Christophe Hamann**, CEO managing partner – IPSIDE USA: [jc.hamann@ipside.com](mailto:jc.hamann@ipside.com)

 Top Advisors Directory  
**PATENT  
& TRADEMARK ATTORNEYS**

 Country  
**FRANCE**



 63, avenue du Général Leclerc  
92340 Bourg-la-Reine  
France  
Phone: +33 (0)1 55 59 05 80  
Fax: +33 (0)1 49 73 58 33  
mail@ipsilon-ip.com  
[www.ipsilon-ip.com](http://www.ipsilon-ip.com)



Valérie Feray



Maxime Petit



Wilfried Peguet



Valérie Godineau



Florence Briec



Marion Vidal-Lachaud



Joe Sofer

## POSITIONING

Ipsilon is an IP boutique firm of highly qualified patent and trademark attorneys, specializing in filing, prosecution, maintenance and defense of all IP rights, including patents, trademarks, designs and domain names.

We assist our clients, at all their stages of development, in the protection of their innovations, creations and trademarks:

- Filing and prosecution until registration.
- Representing before the competent administrations in France, in Europe, and in the US: INPI, BOIP, EPO, EUIPO, USPTO and WIPO.
- Maintenance (annuities, renewals) of patents, trademarks, designs and domain names.
- Licensing-in and -out.
- Support and advice in case of dispute, litigations, license negotiation, due diligence, coexistence or technology transfer agreements...

Unlike most IP Law Firms, we are proud to have our own teams in Europe and in the US which, together with our network of selected specialized professional partners around the world, enable us to provide an integrated service, essential to ensure the same service quality anywhere on the key markets of our clients in terms of innovation and protection.

More than service providers, we are a true partner for our clients, and combine strategic know-how, legal and technical competences and quick adaptability in client-centred missions: from managing their patents and trademarks to working out and implementing their strategies, our teams of experts around the world, are determined to provide our clients with high value-added expertise.

**Involvement, Responsiveness and Competences  
are our 3 fundamental commitments**

## BUSINESS

- Patents
- Trademarks
- Designs
- Domain Names
- Agreements
- Dispute resolution - Litigation
- IP Strategy

## OFFICES

- Paris
- Nantes
- Tours
- New York
- Benelux

## CONTACTS

**Valérie Feray**, President: [vferay@ipsilon-ip.com](mailto:vferay@ipsilon-ip.com)

**Maxime Petit**, Patent Manager, Paris: [mpetit@ipsilon-ip.com](mailto:mpetit@ipsilon-ip.com)

**Wilfried Peguet**, Deputy Patent Manager, Paris: [wpeguet@ipsilon-ip.com](mailto:wpeguet@ipsilon-ip.com)

**Valérie Godineau**, Patent Manager, Nantes: [vgodineau@ipsilon-ip.com](mailto:vgodineau@ipsilon-ip.com)

**Florence Briec**, Trademark and Design Manager: [fbriec@ipsilon-ip.com](mailto:fbriec@ipsilon-ip.com)

**Marion Vidal-Lachaud**, Deputy Trademark and Design Manager: [mvidal@ipsilon-ip.com](mailto:mvidal@ipsilon-ip.com)

**Joe Sofer**, Managing Partner, New York: [jsofer@ipsilon-ip.com](mailto:jsofer@ipsilon-ip.com)

 Top Advisory Directors  
**PATENT  
& TRADEMARK ATTORNEYS**

 Country  
**FRANCE**



 15, rue Emile Zola  
69002 Lyon  
France  
Phone: +33 (0)4 78 37 75 16  
Fax: +33 (0)4 78 92 88 58  
info@ixas-conseil.com  
[www.ixas-conseil.com](http://www.ixas-conseil.com)



**Martin P. Schmidt**



**Vanessa Darboret**



**Jean-Philippe Schouller**

## POSITIONING

The future of any industrial firm is dependent upon its creativity and its ability to serve sophisticated, evolving needs of global markets. Nowadays there is no growth without innovation. Intellectual property rights are powerful tools in support of strategic development.

Innovation raises complex strategic and legal issues: obtaining the most efficient protection at a reasonable price, creating economic value through IP rights and knowhow, avoiding infringement of third party IP rights, resolving conflicts related to IP rights in the most efficient way.

Development costs are so high that an early assessment of the future right to practice is of paramount importance prior to deciding to allocate major resources. Appropriate protection strategies must be designed at an early stage in the innovation process.

IXAS Conseil provides a synthesis of legal accuracy and strategic thinking. IP assets are viewed as business assets which need, directly or indirectly, to generate a competitive advantage to their owner, and to create value.

IXAS Conseil is admitted to represent directly before the EPO, EU-IPO, INPI (France) and DPMA (Germany), and can work directly in English, French and German for patent drafting, legal counseling and negotiations as well as for oral proceedings. For court litigation we cooperate with the attorneys-at-law chosen by the client or with a limited number of specialized attorneys selected by us, ensuring premium litigation service at a reasonable price.

## OFFICES

- Lyon (Head office)
- Marseille
- Paris
- Besançon

## CONTACTS

**Martin P. Schmidt**, CEO: [martin.schmidt@ixas-conseil.com](mailto:martin.schmidt@ixas-conseil.com)

## BUSINESS

### Intellectual Property Rights

- Patents : prior art search, right-to-use studies, filing and prosecution of patent applications, post-grant procedures (in English, German and French languages)
- Trademarks, domain names : trademark clearance search, filing prosecution and registration of applications, opposition and appeal proceedings
- Design protection and copyrights
- Technical watch, surveys and monitoring (state of the art, freedom to operate, areas of patentability)
- Identification and analysis of the scope of third party rights

### Strategic and legal counseling

- Strategic analysis of IP related aspects of innovation, due diligence audits
- Audit, assessment, management and development of intellectual property assets
- Formulation of strategy to obtain competitive advantage by means of legal protection (including patents, know-how and contracts)
- Technology transfer: Strategic analysis and legal implementation
- Litigation of IP rights (including alternative dispute resolution)
- Legal advice and counseling in the field of IP law (French, German and European law)



 Top Advisors Directory  
**PATENT  
& TRADEMARK ATTORNEYS**

 Country  
**FRANCE**



 18, avenue de l'Opéra  
75001 Paris  
France  
Phone: +33 (0)1 55 35 93 33  
Fax: +33 (0)1 55 35 93 30  
lambert@lambert-conseils.com  
[www.lambert-conseils.com](http://www.lambert-conseils.com)



**Pascale Lambert**



**Stève Félix**



**Stéphanie Bois**



**Silvia Bertolero**



**Marine Deniau**



**Thibault Luccantoni**



**Marie Charlent**



**Jean Luc Chesneau**



**Sophie Delaveau**

## POSITIONING

Lambert & Associés advises notable brands as well as small and medium size companies in the protection and valuation of their assets in France and in the EU. Its array of clients is very diverse with a special focus on major sport organizations, web companies, fashion designers, pharmaceutical groups and wineries (of course...).

The firm is reputed for providing comprehensive and responsive IP services with a realistic business approach, and provides a sharp analysis of the needs of their clients, working closely with the legal and marketing departments in order to define a relevant strategy for IP prosecution and litigation cases.

The team is known for its reactivity and the quality of its legal analysis resulting in a high level of success rate in litigation cases, especially before the French/EU Office.

Well established in France for more than 30 years, Lambert & Associés with its 2 experienced partners Pascale Lambert & Stève Félix and dynamic team, will definitely be a good bet.

## OFFICES

- Paris
- Le Mans
- Perpignan

## BUSINESS

- IP Strategy, prosecution, audit, assessment and management of IP rights
- Availability searches and filing of IP rights
- Contracts and agreements: negotiation, drafting, legal advice
- Licensing, sponsoring and franchising
- Dispute resolution, Litigation, Anti-counterfeiting strategy, Customs procedures
- Unfair competition law
- Sports law

### For all your IP rights:

- Trademarks
- Designs
- Patents
- Domain names
- Copyrights
- Personality rights

## CONTACTS

**Pascale Lambert**, Partner  
**Stève Félix**, Partner



Top Advisors Directory  
**PATENT  
& TRADEMARK ATTORNEYS**



Country  
**FRANCE**



9, avenue Percier  
75008 Paris  
France  
Phone: +33 (0)1 43 12 86 12  
Fax: +33 (0)1 43 12 86 13

[www.tmark.fr](http://www.tmark.fr)



**François Deschamps**



**Valérie Dorey**



**Nadine Royer**



**Olivier Thrierr**



**Nicolas Debaisieux**



## POSITIONING

TMark specializes in European and French intellectual property law and is a member of the French National Association of IP Attorneys (CNCPI). The firm was founded in 1993 on the shared belief in focusing on meeting the client's special needs and expectations. Today, our team

of 26 members of staff and 5 partners are all committed to delivering first-class services that are tailored to each client's particular requirements, regardless of whether the client is a large multinational company or an individual business person.

TMark was created on the basis of a philosophy that we continue to stay true to.

We believe in a personalized and direct client approach where comprehension of commercial needs and technical constraints is a priority. Pro-activity, proximity, openness to the world and adherence to a strict code of ethics are the cornerstones of TMark.



## BUSINESS

- IP strategy definition and development
- Filing and prosecution of trade mark and design applications
- Enforcement and protection of IP rights
- Audit and assessment of portfolios of all types of IP rights



## CONTACTS

**François Deschamps**  
**Valérie Dorey**  
**Nadine Royer**  
**Olivier Thrierr**  
**Nicolas Debaisieux**  
**Guillaume Lobre**  
**Stephanie Buchillot**  
**Maomi Akinnuroju**  
**Louis Marie Rous**



Top Advisors Directory  
**PATENT  
& TRADEMARK ATTORNEYS**



Country  
**RUSSIA**



**PATENTUS**  
PATENT & TRADEMARK ATTORNEYS



Letnikovskaya St. 10/2  
Postbox: 107, Moscow 121059  
Russia  
Phone: +7 495 514 0594  
info@patentus.ru  
[www.patentus.net](http://www.patentus.net)



Svetlana Andreeva



Dmitry Markanov



Mikhail Shurshilin



## POSITIONING

Founded in Moscow in 2006, PATENTUS has established itself as a Russian full-service intellectual property firm. It provides clients with advice in all areas of IP law, including trademarks, patents, utility models, designs, domain names and geographic indications.

### Mission

Effective protection of our clients' investments in marketing and innovation.

### One stop IP boutique with global IP network

PATENTUS experts have established longstanding relationships with selected law firms across Europe, Asia and USA. It allows to provide PATENTUS clients with a synthesis of a unique global perspective and comprehensive local knowledge.

### Clients

PATENTUS experts work with clients ranging from small boutiques to the most ambitious international corporations from all over the world and all over Russia, providing legal support to companies in almost every region of the country. The company's professionals represent clients in a wide variety of industries, such as Automobiles & Parts, Chemicals, Finance, Health Care, Construction & Materials, Food & Drink, Retail, Technology and Telecommunications.

### Why we may be useful to your company?

PATENTUS team represents a unique combination of knowledge and experience of the best specialists in the field of intellectual property.

It allows the company:

- Hold the **2nd place in Russia by the number of IP litigation matters**. Being in charge of hundred IP dispute resolution cases every year, PATENTUS lawyers conduct a large number of cases not only in Moscow, but also in other cities and regions of Russia and CIS. From year to year has been growing the number of foreign clients who turn to PATENTUS for solving issues related to intellectual property (the Netherlands, France, Germany, the Republic of Korea, Sweden, etc.).
- Hold the **2nd place by the number of trademark applications filed**. PATENTUS strong team of professionals comprises ex-PTO attorneys who have an unrivaled hands-on experience. More and more companies have been entrusting us with the filing and prosecution of trademarks applications, conducting IP searches and managing domain names.
- In regards to patents, have **in-depth expertise in chemistry & life sciences**, including biotech where we offer the top-notch quality at both enforcement and nullification proceedings.
- **To be one of the best IP companies in anti-counterfeiting activities**. For the years of work, a clear and effective system of fighting counterfeit products was built up, including monitoring of counterfeit products on the Internet, and strong and reliable relationships with law enforcement agencies were established. This allows PATENTUS lawyers to quickly and effectively achieve the destruction of counterfeit goods.

### Recognition

PATENTUS is consistently recognized by the authoritative international and Russian rankings. We strongly believe that such recognition is a result of our high quality work, unique experience and the experts' dedication.



## KEY CONTACTS

**Svetlana Andreeva:** [s.andreeva@patentus.ru](mailto:s.andreeva@patentus.ru)

**Dmitry Markanov:** [d.markanov@patentus.ru](mailto:d.markanov@patentus.ru)

**Mikhail Shurshilin:** [m.shurshilin@patentus.ru](mailto:m.shurshilin@patentus.ru)



## BUSINESS

- Trademarks
- Patents
- Litigation
- Transactions

 Top Advisors Directory  
**PATENT  
& TRADEMARK ATTORNEYS**

 Country  
**ITALY**



 Via Viotti, 9  
10121 Turin  
Italy  
Phone: +39 011 561 1320  
Fax: +39 011 562 2102  
info@studiotorta.it  
[www.studiotorta.com](http://www.studiotorta.com)



Luigi Franzolin



Cristina Baldini



Francesca Boggio



Elisa Tricerri

## POSITIONING

We are in the future of your ideas

Founded by Vincenzo and Secondo Torta in 1879 when Edison invented the electric light bulb lamp, Studio Torta is one of the oldest and most prestigious firms specialized in intellectual property with its headquarter in Italy.

The Torta firm of the 21st century is organized as a large partnership corporation where new generations of motivated IP professionals are entrusted to continue the long and successful history towards new important achievements.

A heterogeneous team of a 50 IP attorneys supported by a skilled staff of paralegals offers tailored IP strategies to companies of any size and individuals through a wide variety of IP services.

Studio Torta provides comprehensive services related to IP matters from the filing up to the enforcement of IP rights.

Studio Torta supports its clients in English, French, German, Spanish and Japanese.

Several Studio Torta professionals are members of International patent and trademark Associations, including INTA, AIPPI, FICPI, LES, UNION, ECTA, MARQUES, PTMG.

## OFFICES

- 10121 Turin  
Via Viotti, 9  
T +39 011 5611320  
F +39 011 5622102
- 20123 Milan  
Corso Magenta, 56  
T +39 02 48014216  
F +39 02 48015082
- 00187 Rome  
Via Barberini, 67  
T +39 06 6791589  
F +39 06 6797747

## BUSINESS

### Patents

- Drafting, filing and prosecution of patent applications worldwide
- Designs and utility models
- Validity and freedom-to-operate opinions
- Patent searches
- Patent surveillance
- Patent enforcement

### Trademarks

- Availability searches and opinions
- Filing and prosecution of trademarks worldwide
- Trademark enforcement
- Trademark surveillance

### Other services

- Software protection and enforcement
- Copyright protection and enforcement
- Domain names protection and enforcement
- Contracts
- Evaluation of IP rights
- Education and Training

## CONTACTS

**Luigi Franzolin:** [franzolin@studiotorta.it](mailto:franzolin@studiotorta.it)

**Cristina Baldini:** [baldini@studiotorta.it](mailto:baldini@studiotorta.it)

**Francesca Boggio:** [f.boggio@studiotorta.it](mailto:f.boggio@studiotorta.it)

**Elisa Tricerri:** [tricerri@studiotorta.it](mailto:tricerri@studiotorta.it)

# “Practitioners have to make decisions every day and a solid business-oriented mindset is an indispensable skill”



Interview with  
**LUIGI FRANZOLIN**  
partner, **STUDIO TORTA**

**Leaders League.** What is it that differentiates Studio Torta from others on the market?

**Luigi Franzolin.** We have often been referred to by our clients and peers as a true “team”. There is a strong team feeling in the firm, and this is clearly perceived as a value both internally and externally. Clients know and feel they are not an individual’s client but the firm’s client. Although each client has obviously one of the partners of the firm as its “account manager”, every task in the firm is assigned based on the specific expertise required to best assist the client, which has a positive impact both on the service rendered and on internal efficiency. This is particularly important considering that a constant trend in present industry is the blend of different technical disciplines, e.g. by combining web or computer-based developments with existing classic technologies.

We stimulate this team feeling in many ways, including the remuneration and career advancement criteria adopted by the firm. Lateral hires are an exception, as we prefer training our young talents within the culture and mentality of the firm. Associates have a very early opportunity to be exposed to high-end professional work by sharing important client matters with senior partners, because our goal is to form future independent partners rather than

leverage on associates’ work.

Enthusiasm is another key-word in our firm’s mindset. We don’t sit in our desks and do our homework, we rather work with our clients to develop their IP strategy in a very proactive manner. We act as a virtual in-house IP department for many of our clients, and assist them from conception of their ideas to product launch and market development.

**Studio Torta has a solid international outlook, could you tell us more?**

A few years ago we were interviewed by a prospect client, now a good client of ours, and one of the reasons why we were selected was in fact our definite international approach, which comes from several factors.

Firstly, many of the professionals in the firm have an international education or have worked abroad, either in industry, as examiners at the EPO or in foreign law firms. Language skills and cultural sensitivity are direct consequences of this personal international exposure.

As the coordinator of international business development in the firm, I am very well aware of cultural differences and expectations from international clients. We have dedicated teams for the major geographic areas. For example, our Japan team includes an attorney who worked in a Japanese law firm before joining our firm and is thus fluent in Japanese and a native Japanese assistant.

Having dedicated teams who frequently travel to their reference area fosters cultural and business exchange, and strengthens personal relationships with overseas clients and associates.

We also have a specific department handling patent filing and prosecution work at the EPO on behalf of our overseas clients. This proved to be very successful and, since this department was established (ten years ago), we have tripled the number of inbound EPO cases from overseas.

**Is it necessary to have an entrepreneurial mindset to be a good IP practitioner?**

The answer to this question is a definite yes. An entrepreneurial mindset is necessary both to run one’s business and to counsel clients effectively.

An IP firm is a business and is subject to market laws like any other enterprise. It must navigate its way through a competitive market that is ever more demanding and ever changing due to economy trends and changes to the legal framework. Studio Torta is in fact a medium enterprise in terms of turnover and staff, and is larger than many of its SME clients.

A business-oriented mindset is necessary at each level of involvement in the firm management or operation, from associates all the way up to directors. Interacting with staff, business development, managing existing clients, proactively monitoring the market: these are only some of the areas where practitioners have to make decisions every day and a solid business-oriented mindset is an indispensable skill.

Clients need strategies and business solutions. It is not enough for an IP professional to be highly skilled both technically and legally; this is a good start, and I would say a necessary requirement, but it takes an entrepreneurial approach to be able to understand and satisfy the client’s needs.

**What are the firm’s forthcoming projects?**

The acquisition of important new clients with large patent and trademark portfolios in the last couple of years has stretched the firm to full capacity. We have hired and are still hiring a few trainees to increase our professional potential. Also, we have started a major project aimed at overhauling our technology support system and procedures to increase our efficiency even more.

Many of the firm’s European patent attorneys have qualified or are qualifying to represent clients before the Unified Patent Court in order to expand our litigation practice.

We are working hard to increase our patent and trademark practice on behalf of our overseas clients. ♦

 Top Advisors Directory  
**LAWYERS**

 Country  
**BRAZIL**



 Rua Ramos Batista, 444 . 2°  
Andar Vila Olímpia . São Paulo  
SP 04552-020  
Brasil  
Phone: +55 (11) 3040 7050  
Fax: +55 (11) 3049 7053  
info@baptistaluz.com.br

[www.baptistaluz.com](http://www.baptistaluz.com)



Luis Felipe Baptista Luz



Pedro Henrique Ramos



Renato Leite Monteiro



Thomas Becker  
Pfeferman



Diego Nabarro



Fernanda Foizer



Sérgio Cury Meirelles

## POSITIONING

We believe that new technologies require assertive, dynamic and innovative legal solutions, and our lawyers represent the core of this philosophy, with their knowledge, creativity, experience and focus all together.

Our Tech transactions practice combines the elements of IP, software and commercial transactions, helping our clients with insights and practical experience, bringing a comprehensive approach that interconnects business, new technologies and the law, working with dozens of strategic transactions in the technology sector every year.

We have been acknowledged as leaders in the startup ecosystem, being one of the most active firms in advising both early and late-stage financings, helping startups, accelerators, corporate ventures, venture capital and private equity funds. We share our community's entrepreneurial spirit: we developed **Espaço Startup**, a free online portal that aims to help entrepreneurs with legal and organizational challenges.

We are prominent in the media & advertising sector. As lawyers to associations such as the IAB Brazil, our partners excel in topics such as media and audiovisual regulation, advertising taxation, promotional sweepstakes and self-regulation disputes, while also assisting multinational media conglomerates to overcome the challenges of digital transformation in their businesses.

Finally, our Data Protection group is one of the most experienced team in the country. With an unmatched experience in the industry, we are the creators of Privacy Hub, a consortium of companies (including PwC, Symantec, Brunswick and AON) engaged in the matter, representing companies from both the traditional and innovative sectors with the full spectrum of counseling and litigation capabilities in cybersecurity and data protection.

## BUSINESS

- Technology Transactions
- Startups, Innovation & Venture Capital
- Media & Advertising
- Data Protection

## CONTACTS

**Luis Felipe Baptista Luz**, Partner: [luisfelipe@baptistaluz.com.br](mailto:luisfelipe@baptistaluz.com.br)  
**Pedro Henrique Ramos**, Partner: [pedro@baptistaluz.com.br](mailto:pedro@baptistaluz.com.br)  
**Renato Leite Monteiro**, Partner: [renato.leite@baptistaluz.com.br](mailto:renato.leite@baptistaluz.com.br)  
**Thomas Becker Pfeferman**, Associate: [thomas@baptistaluz.com.br](mailto:thomas@baptistaluz.com.br)  
**Diego Nabarro**, Associate: [diego@baptistaluz.com.br](mailto:diego@baptistaluz.com.br)  
**Fernanda Foizer**, Associate: [fernanda.foizer@baptistaluz.com.br](mailto:fernanda.foizer@baptistaluz.com.br)  
**Sérgio Cury Meirelles**, Associate: [sergio.meirelles@baptistaluz.com.br](mailto:sergio.meirelles@baptistaluz.com.br)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**

# BHERING

---

## ADVOGADOS

 Av. Rio Branco, 103 - 11o. e  
12o. andares - Centro  
Rio de Janeiro - RJ, 20040-004  
Brazil  
Phone: +55 (21) 22 21 37 57  
[www.bheringadvogados.com](http://www.bheringadvogados.com)



**Pedro Bhering**



**Philippe Bhering**



**Roberto Parlato**



**Flavia Merola**



**Rafael Tögel**



**Isabel Milman**



**Juliano Mendes Maurer**



**Mina Spitz**

## POSITIONING

Bhering Advogados was founded in 1978 and operates in all fields of Intellectual Property and related matters, including trademarks, patents, industrial designs, copyright and neighboring rights, information technology law, enforcement against counterfeiting and unfair competition, licensing, transfer of technology and IP litigation.

Our firm mainly represents multinational corporations, particularly companies based in the U.S.A, Europe and Asia, and their Brazilian subsidiaries, belonging to a variety of industry segments. We are among the very few IP firms in Brazil with branch offices and a strategic presence in the Brazilian territory. Our main office is located in Rio de Janeiro, close to the INPI national headquarter, and our branch offices are in São Paulo (a major financial and industrial region) and in Curitiba (southern region with heavy concentration of large companies and industries in general). Thus, we represent a large number of national large and medium-sized companies as well. Since its establishment, the firm has been engaged in the constant evolution of intellectual property in the international arena. Its policy of providing personalised assistance to its clients has been important to the growth of the firm. Additionally, the firm encourages and finances the education and technical improvement of its professionals abroad. Foreign academic background and the annual participation in national and international congresses contribute to keeping the professionals updated with international law and practice.

## BUSINESS

- Patents and industrial designs
- Trademarks
- Copyright and neighbouring rights
- Geographical indications
- Licensing and technology transfer
- Enforcement against unfair competition and counterfeiting
- Information technology
- Software
- Entertainment and advertising
- IP Litigation


## CONTACTS

**Pedro Bhering**, Partner: [bhe@bheringadvogados.com.br](mailto:bhe@bheringadvogados.com.br)  
**Philippe Bhering**, Partner: [philippe.bhering@bhering.adv.br](mailto:philippe.bhering@bhering.adv.br)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**



 Av Almirante Barroso 52  
31 Andar  
Rio de Janeiro - RJ  
Brazil - 20031-000  
Phone: 55 21 3824-5757  
Fax: 55 21 3824-6090

[bma@bmalaw.com.br](mailto:bma@bmalaw.com.br)



**Antonella Carminatti**



**Ana Cristina Müller**



**Pedro Barroso**



**José Eduardo de V. Pieri**



**Dominique B. Walter**

## POSITIONING

BMA – Barbosa, Müssnich, Aragão is one of the leading full service law firms in Latin America. Our IP practice area provides a full range of professional services concerning the protection, transaction, enforcement and litigation of all forms of IP — patents, trademarks, copyrights, trade secrets, industrial designs, domain names and plant varieties, as well as related fields such as advertising, franchising, e-commerce, entertainment, geographical indications and appellations of origin. Our range of experience covers every industry and technology – from electrical and computer technology to luxury goods, industrial manufacturing, consumer products, biotechnology, pharmaceuticals and chemicals.

Our team is specialized in rendering personalized services in intellectual property issues to attain our client's objectives through the highest standards of quality and efficiency.

Our practice is worldwide through a carefully tested global network of firms. As a result, we are able to direct and coordinate the international IP portfolios of our clients, assuring them of the same strategic focus and technical capabilities as we provide in Brazil. Similarly, foreign law firms are confident of the level of excellence with which we will represent their clients in Brazil in prosecution, litigation and consultation matters.

## BUSINESS

- Advertising
- Contracts, Licenses and Transfer of Technology
- Copyright
- Counterfeits and Piracy
- Data Privacy
- Domain names
- Entertainment
- Franchises and Distribution Agreements
- Industrial designs
- Litigation and Arbitration
- Management of IP portfolios
- Patents
- Plant varieties
- Trade Secrets
- Trademarks
- transactional IP
- Unfair competition

## CONTACTS

**Antonella Carminatti**, Partner: [antonella.carminatti@bmapi.com.br](mailto:antonella.carminatti@bmapi.com.br)

**Ana Cristina Müller**, Partner: [ana.muller@bmapi.com.br](mailto:ana.muller@bmapi.com.br)

**Pedro Barroso**, Senior lawyer: [pfb@bmalaw.com.br](mailto:pfb@bmalaw.com.br)

**José Eduardo de V. Pieri**, Senior: [lawyer\\_jvp@bmapi.com.br](mailto:lawyer_jvp@bmapi.com.br)

**Dominique B. Walter**, Head French desk: [dbw@bmalaw.com.br](mailto:dbw@bmalaw.com.br)



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**

**BVA** BARRETO  
VEIGA  
E ADVOGADOS

 Rua Gumerindo Saraiva, 96  
Jardim Europa  
São Paulo – Brazil  
Phone: +55 (11) 4081-1900  
info@bvalaw.com.br  
[www.bvalaw.com.br](http://www.bvalaw.com.br)



**Felipe Barreto Veiga**



**Danniell Barbosa  
Rodrigues**



**Paula Ajzen**



**João Francisco Lima**

## POSITIONING

BVA - Barreto Veiga e Advogados is a Brazilian law firm specialized in Corporate Law, Intellectual Property and Information Technology, with straight ties with the technology, internet and digital services industry.

The clients list includes foreign and national companies listed in Fortune's 500, NYSE, Nasdaq and iBovespa (the Brazilian stock exchange), as well many others companies from 42 countries.

BVA also assists associate law firms doing business for their clients in Brazil, as well national companies doing business abroad, mostly in Europe, Americas and Asia.

The firm is well-known by its **legal services that provides clear and objective solutions, focused in getting the deal and results**, whether for simple or complex matters, allowing secure decisions when doing business, even facing the complex legal framework from Brazil.

To provide such solutions, BVA's team comprised by **experienced, talented, creative and diligent** professionals (lawyers, consultants, attorneys and engineers) distributed between their offices in São Paulo and Rio de Janeiro.

## BUSINESS

- Corporate Law
- Contracts
- Intellectual Property
- IT & New Technologies
- Startups and Digital Services
- M&A
- Entertainment Law
- Gaming Law
- Advertising and Marketing Law

## OFFICES

- **São Paulo Office**  
Rua Gumerindo Saraiva, 96  
Jardim Europa  
São Paulo – Brazil  
01449-070
- **Rio de Janeiro Office**  
Rua da Assembleia, 92  
15° Andar – Centro  
Rio de Janeiro – Brazil  
20011-000

## CONTACTS


**Felipe Barreto Veiga**, Managing Partner: [felipe@bvalaw.com.br](mailto:felipe@bvalaw.com.br)  
**Danniell Barbosa Rodrigues**, Partner: [danniell@bvalaw.com.br](mailto:danniell@bvalaw.com.br)

 Top Advisors Directory  
**LAWYERS**

 Country  
**BRAZIL**



**CAMPOS MELLO ADVOGADOS**  
IN COOPERATION WITH DLA PIPER

 Rua Lauro Müller, 116 – 25th floor  
Condomínio do Edifício Rio Sul  
Center  
Botafogo – Rio de Janeiro, RJ –  
Brazil 22.290-906  
Phone: +55 21 3262 3000  
Fax: +55 21 3262 3011

[www.cmalaw.com](http://www.cmalaw.com)



**Paula Mena Barreto**

**Terence Trennepohl**

**Manoela Quintas  
Esteves**

**Bruna Barbosa Rocha**

## POSITIONING

Our office has a specialized team in intellectual property and Data Protection subject matters, including: (i) trademarks, patents and industrial design prosecution and litigation; (ii) Copyrights and Software protection, enforcement and related agreements; (iii) Data Protection and Privacy, as well as; (iv) Digital and Entertainment Law. We are able to provide effective legal support to meet the needs of our clients who want to invest - both in Brazil and abroad.

We are always current with the demands regarding the obtention of exclusivity rights proper of Intellectual Property Assets, as well as the adoption of measures against infringements and transactional matters.

In regard to the transaction practice, we provide assistance related the negotiation, drafting and registration of transfer of technology, trademarks, copyrights, trade secrets, software, franchise, patent and industrial design related agreements, offering our clients a broad view and adoption of effective measures in other related areas such as tax, corporate and regulatory.

Also, due to the current development of the data protection scenario in Brazil, and growing commercial value of personal and commercial data collected by businesses, we assist clients to adopt compliance policies regarding the collection, storage, sharing and import/export of data.

Our team also has extensive experience conducting due diligence procedures and valuation of assets on mergers and acquisitions transactions.

## BUSINESS

We offer a broad range of business legal services, with emphasis on the following practice areas:

- Antidumping and Antitrust
- Banking, Finance and Infrastructure
- Commercial Contracts
- White Collar, Compliance and Investigation
- Corporate, M&A and Capital Markets
- Employment, Pensions and Benefits
- Energy and Natural Resources
- Environmental
- Intellectual Property and Data Protection
- Insurance and Reinsurance
- Litigation and Arbitration
- Private Wealth
- Real Estate
- Regulatory and Public Law
- Insolvency and Restructuring
- Sports and Entertainment
- Tax

## OFFICES

- Rio de Janeiro
- Brasília
- São Paulo
- New York

## CONTACTS

**Paula Mena Barreto**, Partner, Intellectual Property and Data Protection: [paula.menabarreto@cmalaw.com](mailto:paula.menabarreto@cmalaw.com)

**Terence Trennepohl**, Partner, Environmental and Life Sciences: [terence.trennepohl@cmalaw.com](mailto:terence.trennepohl@cmalaw.com)


**Manoela Quintas Esteves**, Associate, Intellectual Property and Data Protection: [manoela.esteves@cmalaw.com](mailto:manoela.esteves@cmalaw.com)

**Bruna Barbosa Rocha**, Associate, Life Sciences and Environmental: [bruna.rocha@cmalaw.com](mailto:bruna.rocha@cmalaw.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**

# DANNEMANN SIEMSEN

 Rua Marquês de Olinda, 70 - Botafogo  
22251-040 Rio de Janeiro RJ - Brasil  
Phone: +55 21 2237 8700  
Fax: +55 21 2237 8922

[www.dannemann.com.br](http://www.dannemann.com.br)



**Peter Dirk Siemsen**



**Luiz Henrique O. do Amaral**



**Raul Hey**



**Gustavo de Freitas Morais**



**Peter Eduardo Siemsen**



**Elisabeth Siemsen**



**Joaquim Eugenio Goulart**



**Attilio Gorini**

## POSITIONING

With over 100 years of experience in the Intellectual Property, commercial matters and related areas, the Dannemann Siemsen firm has highly qualified legal practice with experienced professionals who are able to act in all aspects of Intellectual Property matters.

Besides its leadership in the IP market in Brazil, the firm practices extensively in differing areas of Law, being capable of covering all types of industry and is recognized by the major research companies and large corporations throughout the world and by important international organizations, that classify the firm as the leader in the Intellectual Property field in Latin America.

To best meet the needs of our clients, our professionals work focused on business results for our clients. We have a deep understanding of the workings of the Brazilian Patent and Trademark Office (BPTO) and we act cautiously and responsibly having advised companies, both Brazilian and foreign on the creation and implementation of their business strategies in Brazil and around the globe.

In order to continuously improve our internal procedures we invest heavily in infrastructure. For this purpose, we have an Information Technology department which develops internal systems based on the knowledge of our team of professional technicians in conjunction with the Processes department, which is focused on the international market seeking data and alert to the benchmark.

## BUSINESS

- Advertising Law
- Anti-counterfeiting and Counter Infringement Programs
- Biodiversity
- Biotechnology
- Competition Law
- Consumer Law
- Contract Law
- Copyright Law
- Corporate Law
- Domain Names
- Entertainment and Media Law
- Environmental Auditing and Due Diligences
- Environmental Law
- Franchising
- Geographical Indications
- Health Laws
- Industrial Design
- Information Technology
- Intellectual Property
- Labor Law
- Litigation
- Mass and Strategic Litigation in Health Insurance
- Patents
- Plant Varieties
- Protection of Trade Secrets and Confidential Information
- Real Estate Law
- Software
- Sports Law
- Tax Law
- Trade Names
- Trademarks
- Traditional Knowledge
- Transfer of Technology and Licensing of Rights
- Unfair Competition

## CONTACTS

**Peter Dirk Siemsen:** [psiemsen@dannemann.com.br](mailto:psiemsen@dannemann.com.br)

**Luiz Henrique O. do Amaral:** [amaral@dannemann.com.br](mailto:amaral@dannemann.com.br)

**Raul Hey:** [rhey@dannemann.com.br](mailto:rhey@dannemann.com.br)

**Gustavo de Freitas Morais:** [gustavo@dannemann.com.br](mailto:gustavo@dannemann.com.br)

**Peter Eduardo Siemsen:** [peter@dannemann.com.br](mailto:peter@dannemann.com.br)

**Elisabeth Siemsen:** [esiemsen@dannemann.com.br](mailto:esiemsen@dannemann.com.br)

**Joaquim Eugenio Goulart:** [jgoulart@dannemann.com.br](mailto:jgoulart@dannemann.com.br)


**Attilio Gorini:** [gorini@dannemann.com.br](mailto:gorini@dannemann.com.br)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**

# DANIEL

Legal & IP Strategy

 Avenida República do Chile,  
230, 3rd floor  
Centro - Rio de Janeiro 20031-  
170  
Brazil  
Phone: (55 21) 2102-4212  
Fax: (55 11) 2103-9124

[www.daniel-ip.com](http://www.daniel-ip.com)



**André Oliveira**  
Head of Legal



**André Venturini**  
Head of Patents



**Isabella Cardozo**  
Head of Trademark



**Ricardo Nunes**  
Head of Patent Litigation



**Rana Gosain**  
Senior Partner



**Robert Daniel-Shores**  
Partner

## POSITIONING

### TRADITION AND INNOVATION IN INTELLECTUAL PROPERTY

At Daniel Legal & IP Strategy, our commitment to our clients is the cornerstone of everything we do, especially when it comes to helping to protect one of their most powerful business tools — their intellectual property.

For 60 years, we have built relationships based on strong ethical values, legal expertise and the insight needed to anticipate and proactively act on opportunities for our clients. Recognized as one of the top Intellectual Property law firms in Brazil, we are an exciting, forward-thinking organization that understands how innovation and creativity influence businesses today.

We have trusted relationships with some of the world's most dynamic companies, serving as an extension of their legal and R&D departments to help them build, leverage and protect their intellectual property assets. With a deep understanding of Brazil's complex legal and regulatory environment, we can work closely with you to design tailor-made and proactive legal solutions that fit your unique goals, business considerations and resources.

### WE SPEAK THE LANGUAGE OF INNOVATION

We are a collaborative team of nearly 180 partners, attorneys, engineers and other professionals. Our attorneys and engineers are technical experts who combine advanced degrees with years of industry experience in disciplines such as engineering, physics, computer science, biology, materials science and chemistry.

This enables us to provide strategic guidance on the development, use and enforcement of your IP portfolios, advise you on critical risks, recommend strategies for asserting your IP rights, and even provide analysis related to the IP assets of your key competitors. It also allows us to explain complex science and technology should we need to present your case before the Brazilian Patent and Trademark Office (BPTO) or a judge on your behalf.

We recognize that our clients exist in a rapidly moving world without a "pause" button. As a result, we have invested in leading-edge proprietary tools and systems that give us an edge in complex matters, add value to your business and save you time and money.

### A COMMITMENT TO DIVERSITY

Daniel Legal & IP Strategy understands the value of maintaining a diverse workplace and appreciates the varied experiences and perspectives that diversity brings to a healthy work environment. We continually strive toward maintaining a balanced group of talent that accurately reflects the clients we serve.

We are proud to be the largest woman-owned law firm in Latin America. By including women-owned businesses among their vendors, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

## BUSINESS

- Strategic prosecution and protection of trademarks
- Commercial & Business Transactions
- Brand Protection & Anti-counterfeiting
- Enforcement programs
- Emerging Technologies
- Litigation
- Patent
- Industrial Design
- Engineering
- Software, Telecom & Electronics
- Oil & Gas
- Life Sciences & Chemical
- Pharmaceuticals
- Consumer Goods

## CONTACTS

**André Oliveira:** [andre.oliveira@daniel-ip.com](mailto:andre.oliveira@daniel-ip.com)

**André Venturini:** [andre.venturini@daniel-ip.com](mailto:andre.venturini@daniel-ip.com)

**Isabella Cardozo:** [isabella.cardozo@daniel-ip.com](mailto:isabella.cardozo@daniel-ip.com)

**Ricardo Nunes:** [ricardo.nunes@daniel-ip.com](mailto:ricardo.nunes@daniel-ip.com)

**Rana Gosain:** [rana.gosain@daniel-ip.com](mailto:rana.gosain@daniel-ip.com)

**Robert Daniel-Shores:** [robert.daniel-shores@daniel-ip.com](mailto:robert.daniel-shores@daniel-ip.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**



 Av Paulista, 1294  
16 andar, Cerqueira César  
01310-915  
São Paulo SP  
Brazil  
Phone: +55 11 3372 3766  
Fax: +55 11 3372 3767  
mail@dnlegal.com.br  
**www.dnlegal.com.br**



David do Nascimento



Marcello do Nascimento



Ricardo do Nascimento

## POSITIONING

The philosophy of work within the principles of ethics, transparency and the search for the best results for the client have always been part of the office routine, since its foundation in January 1970.

Its structure is formed by a team of 90 professionals, including lawyers, patent engineers and industrial property agents, as well as a staff specializing in anti-counterfeiting measures. Prosecution and litigation matters are also our specialty.

In order to keep ourselves updated with our clients' evolution and meet new requirements and demands in the Intellectual Property area, the office constantly invests in internal development through constant participation in seminars, courses and conferences in Brazil and abroad.

The international operations of David do Nascimento office began in the 80's, after opening of the Brazilian market, which resulted in expansion of IP rights protection in our country by multinational clients. It is also very important to highlight the active participation of the office in the main international events in the IP Associations from various countries and in global rankings, such as Chambers, Legal 500, IP Stars, and the Brazilian Law Directory, among others. The outlook is for consistent and continuous growth and, in this scenario, we are ready to meet the new demands of the market with a focused work on the client and recognized competence in national and international level.

## BUSINESS

- Copyright
- Electronic Law
- Enforcement
- Litigation
- Patent & Industrial Designs
- Technology Transfer & Franchising
- Trademarks



DN David do Nascimento



DN David do Nascimento



www.dnlegal.com.br

## CONTACTS

**David do Nascimento:** [david@dnlegal.com.br](mailto:david@dnlegal.com.br)

**Marcello do Nascimento:** [marcello@dnlegal.com.br](mailto:marcello@dnlegal.com.br)


**Ricardo do Nascimento:** [ricardo@dnlegal.com.br](mailto:ricardo@dnlegal.com.br)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**



**Di Blasi  
Parente  
& Associados**

 Av. Presidente Wilson, 231 -  
13º andar  
Centro – 20030-905  
Rio de Janeiro – RJ  
Brazil  
Phone: +55 (21) 3981-0080  
Fax: +55 (21) 3981-0090  
diblasid@diblasid.com.br

**www.diblasid.com.br**



**Gabriel Di Blasi**



**Paulo Parente Marques  
Mendes**

## **POSITIONING**

Di Blasi, Parente & Associados is a Brazilian intellectual property firm headed by partners Gabriel Di Blasi and Paulo Parente Marques Mendes. They have been providing legal services together to both domestic and foreign clients for thirty years.

They have built a team of lawyers and professionals – experts in their fields, serving clients in an array of industries, with specialized experience in the areas of aerospace, biotechnology, chemistry, consumer goods, electronics, food and beverage, mechanics, pharmacology, physics, plant varieties, sports and entertainment, telecommunications, veterinary medicine and others.

The Firm operates in all areas of intellectual property in Brazil and provides related legal services in business law, contracts, regulatory law, antitrust law, unfair competition, technology transfer, franchising, consumer rights and corporate law, including their implications on tax and foreign exchange control laws. With solid patent and trade mark prosecution teams and a proven legal department to defend and protect clients' intellectual property rights, including litigation solutions, Di Blasi, Parente & Associados is committed to exceeding client expectations and delivering world class service.

## **BUSINESS**

- Intellectual Property
- Patents
- Trademarks
- Utility Models
- Industrial Designs
- Technology Transfer
- Licensing and Franchising
- Sports and Entertainment Law
- Copyright
- Domain Name Services
- Customs & Anti-Counterfeiting
- Business Transactions
- Corporate Law and Contracts
- Competition (Antitrust)
- Regulatory & Administrative
- Tax (Related to IP)

## **CONTACTS**

**Gabriel Di Blasi**, Partner: [gabriel.diblasid@diblasid.com.br](mailto:gabriel.diblasid@diblasid.com.br)

**Paulo Parente Marques Mendes**, Partner: [paulo.parente@diblasid.com.br](mailto:paulo.parente@diblasid.com.br)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**

**FELSBERG**  
ADVOGADOS

 Av. Cidade Jardim, 803 - 5º andar (5th floor)  
Edifício Cidade Jardim  
Itaim Bibi - São Paulo - SP, Brasil  
Phone: +55 (11) 3141-9100  
Fax: +55 (11) 3141-9150  
[www.felsberg.com.br](http://www.felsberg.com.br)



**Evy Marques**



**Maria Carolina Guazzelli**



**Thomas Benes Felsberg**

## POSITIONING

Felsberg is a law firm renowned for its ability to combine experience, tradition and excellence to provide efficient, fast and focused services that yield innovative solutions in a world that is constantly changing. We believe that the combination of individual, joint and complimentary values, together with a tradition established over nearly five decades of service, means that we have a broad and multi-disciplinary vision that focuses on the current and future needs of our clients, while merging security and added value to provide outstanding legal services. We combine tradition with innovation; the means with the goals; the text with the context.

From the biggest corporate group to the most original startup, we provide the same attention and excellence, making sure that our clients needs are our purpose. We aim to provide services together with our clients rather than simply for them. We offer bold and experienced team work. This is what defines us and allows us to build long-lasting and trusting relationships.

Both eyes on the present with the future in sight: this is what makes us unique, different and prepared.

## BUSINESS

- Agribusiness
- Arbitration and mediation
- Aviation & aircraft finance
- Consumer relations
- Corporate and m&a
- Economic and competition law
- Environment, sustainability and waste law
- Fashion law
- Financial law
- Immigration
- Infrastructure
- Innovation, startups and venture capital
- Institutional and governmental relations
- Insurance and reinsurance
- Intellectual property
- Labor
- Life sciences
- Litigation
- Maritime
- Mining
- Oil and gas
- Public law and regulatory
- Real estate financing
- Restructuring & insolvency
- Sanitation
- Sports and entertainment
- Tax
- Telecommunications
- White-collar crime, corporate investigations and compliance

## CONTACTS

**Evy Marques**, Partner: [evymarques@felsberg.com.br](mailto:evymarques@felsberg.com.br)

**Maria Carolina Guazzelli**, Partner: [carolinaguazzelli@felsberg.com.br](mailto:carolinaguazzelli@felsberg.com.br)

**Thomas Benes Felsberg**, Founding Partner: [thomasfelsberg@felsberg.com.br](mailto:thomasfelsberg@felsberg.com.br)

Top Advisors Directory  
**LAW FIRMS**

Country  
**BRAZIL**



**HUGO SILVA & MALDONADO**  
**PROPRIEDADE INTELECTUAL**



Av. Rio Branco, 124– 17º Andar  
Rio de Janeiro – R.J – 20040-916  
Brazil

Phone: +55 (21) 2516-2600

Fax: +55 (21) 2516-0509

manager@hugosilva.com

[www.hugosilva.com](http://www.hugosilva.com)



Hugo Casinhas da Silva



Lucia Maldonado Silva



Pedro Maldonado Silva



Eduardo Maldonado  
Silva

## POSITIONING

Hugo Silva & Maldonado is an intellectual property law firm engaged in all aspects of the Brazilian and international practice. Our firm has goodwill of over 30 years of experience and services provided to all types of IP related matters.

We provide legal services in Brazil and abroad for a diverse group of clients in a wide range of industries. Our areas of specialization include among several others patents in the chemical, petrochemical, pharmaceutical, biotechnology and medical device industries as well as trademark prosecution and enforcement.

Our firm counts on a large network of foreign associates, in several countries, to provide assistance with IP international matters for our domestic clients. We also maintain a client relations branch in the Washington, DC area.

## BUSINESS

- Patent Prosecution and Litigation
- Trademark Prosecution and Litigation
- Strategic Monitoring of Applications and Patents/Registrations
- Oppositions and other administrative/judicial measures against third parties' applications
- Trade Dress & Design



## CONTACTS

Please contact our partners using our general mailbox email: [manager@hugosilva.com](mailto:manager@hugosilva.com)





**Elisabeth Kasznar**  
 Patent and Trademark  
 Litigation SP



**Claudio Roberto  
 Barbosa**  
 Patent and Trademark  
 Litigation SP



**Nancy Caigawa**  
 Trademark and  
 Copyright SP



**Gabriel Leonardos**  
 Patent and Trademark  
 Litigation RJ



**Rafael Lacaz Amaral**  
 Patent and Trademark  
 Litigation RJ



**Fabiano de Bem da Rocha**  
 Patent and Trademark  
 Litigation POA



**Anderson Ribeiro**  
 Regulatory and Patent  
 Litigation SP

## POSITIONING

Specialised in the management of intellectual assets, we are 16 partners, 180 employees and have correspondents in every state in Brazil, as well as having a broad network of international partners. Our team is made up of highly-qualified practitioners to serve our clients, among them multinational companies from all industry segments, such as oil and gas, energy, chemical, food, pharmaceutical, biotechnology, steel, aerospace, automotive, electronics, telecommunications and information technology.

Our firm is recognised for experience and excellence in the provision of services in all areas of Intellectual Property (IP). We act as legal advisors on contractual matters, as industrial property agents with BPTO and as lawyers, arbitrators and mediators in litigation and extrajudicial dispute resolution.

We offer Brazilian and foreign companies services in all areas related to IP, such as trademarks, domain names, patents, copyright, geographical indications, digital law, unfair competition, trade secrets and confidential information, litigation and dispute resolution, advertising law, combating piracy, industrial designs, technology transfer, franchising and licensing, regulatory law in the area of health [and hygiene] and protection of plant varieties.

With almost a century of experience we accompany the growth of Intellectual Property activities in our country, which gives our expertise an advantage in the practice of this area of Law.

## BUSINESS

- Trademarks
- Patents
- Industrial Design
- Advertising
- Copyrights
- Geographical Indications
- Unfair Competition
- Plant Varieties
- Regulatory Law in the Health Area
- Biodiversity
- Entertainment
- Digital Law and Personal Information
- Sport Law
- Life Sciences
- Technology Transfer, Licensing and Franchising
- Trade Secrets and Protection of Confidential Information
- Data Protection

## OFFICES

- **Rio de Janeiro:** Rua Teófilo Otoni, 63 |5th TO 7th floors |20090-080 | Rio de Janeiro |RJ |Brazil |t. 55 (21) 2113.1919 |f. 55 (21) 2113.1920
- **Sao Paulo:** Av. Nove de Julho, 3.147 |7th floor |01407-000 |São Paulo |SP |Brazil |t. 55 (11) 2122.6600 |f. 55 (11) 2122.6633
- **Porto Alegre:** Rua Félix da Cunha, 1009 |7th floor |90570-000 |Porto Alegre |RS |Brazil |t. 55 (51) 3013.5749 |f. 55 (51) 3085.9192

## CONTACTS

**Rio de Janeiro:** [mail@kasznarleonardos.com](mailto:mail@kasznarleonardos.com)

**São Paulo:** [mailsp@kasznarleonardos.com](mailto:mailsp@kasznarleonardos.com)

**Porto Alegre:** [mailrs@kasznarleonardos.com](mailto:mailrs@kasznarleonardos.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**



 Rua da Assembleia, 10 - 41º andar  
20011-901 Rio de Janeiro RJ  
Brazil  
Phone: +55 21 3550 3700  
Fax: +55 21 3550 3777  
info@lickslegal.com

[www.lickslegal.com](http://www.lickslegal.com)



Liliane Roriz



Nuno Carvalho



Regis Arslanian



Otto Licks



Carlos Aboim



Eduardo Hallak



Rodrigo Souto Maior



Felipe Mesquita



Luciana Martorano

## POSITIONING

Licks Attorneys is a Brazilian top tier law firm, recognized for successfully handling large and strategic litigation and counselling in Brazil. Over the last 20 years, its attorneys have handled complex patent prosecution, litigation, policy making and regulatory matters, giving advice to companies seeking to protect top blockbusters in Brazil.

The firm has offices in Rio de Janeiro, São Paulo, Brasilia and Tokyo, offering a comprehensive range of legal services related to the development, deployment and use of technology. The firm aggressively invests in technical and human resources to provide a unique blend of technical and legal expertise. It has the largest patent litigation practice, and can offer the complete range of services involving the acquisition, enforcement and licensing of IP rights in Brazil.

Licks has a strong expertise in the areas of Intellectual Property, Life Sciences, Food & Drug, Cyber Law, Telecommunications and Oil & Gas. The firm has been growing steadily, while expanding into areas of practice closely associated with its core capabilities.

The success rate stands above the competitors and the firm is involved in the most significant lawsuits in Brazil. It is the most proactive firm assisting clients to successfully expedite patent examination before the Brazilian Patent Office.

The firm represented the largest number of clients in cases against the Brazilian Food and Drugs Administration (ANVISA), working mainly for the international pharmaceutical research community.

Licks has a motivated and multi-lingual team, with the background and capabilities to advise companies of all sizes from across the globe. The client portfolio includes Fortune 500 companies as well as several global companies. It has a number of foreign-trained attorneys and partners – some of whom have more than 20 years' experience.

## BUSINESS

- Patent Litigation
- Strategic Patent Prosecution
- Policy Making and Government Relations
- Unfair Competition
- Trademark
- Copyright
- Food and Drug, Life science
- Cyber Law, e-commerce and software
- Cyber Security, Privacy
- Counseling and Transactional
- Regulatory
- Antitrust and Competition Law
- Complex Business Litigation

## CONTACTS

**Liliane Roriz**, Partner: [liliane.roriz@lickslegal.com](mailto:liliane.roriz@lickslegal.com)

**Nuno Carvalho**, Partner: [nuno.carvalho@lickslegal.com](mailto:nuno.carvalho@lickslegal.com)

**Regis Arslanian**, Partner: [regis.arslanian@lickslegal.com](mailto:regis.arslanian@lickslegal.com)

**Otto Licks**, Partner: [otto.licks@lickslegal.com](mailto:otto.licks@lickslegal.com)

**Carlos Aboim**, Partner: [carlos.aboim@lickslegal.com](mailto:carlos.aboim@lickslegal.com)

**Eduardo Hallak**, Partner: [eduardo.hallak@lickslegal.com](mailto:eduardo.hallak@lickslegal.com)

**Rodrigo Souto Maior**, Partner: [rodrigo.maior@lickslegal.com](mailto:rodrigo.maior@lickslegal.com)

**Felipe Mesquita**, Partner: [felipe.mesquita@lickslegal.com](mailto:felipe.mesquita@lickslegal.com)

**Luciana Martorano**, Partner: [luciana.martorano@lickslegal.com](mailto:luciana.martorano@lickslegal.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**



 Avenida Paulista, 1.294 – 8th floor  
São Paulo-SP  
Brazil – 01310-100  
Phone: +55 11 3147 0800  
comunicacao@baptista.com.br  
[www.baptista.com.br](http://www.baptista.com.br)



**André Mendes Espírito Santo**



**Esther Jerussalmy Cunha**



**Renata Castro Veloso**



**Cassia Monteiro Cascione**

## POSITIONING

For many decades, L. O. Baptista Advogados has been acting in the main areas of Business Law, always based on values that became the firm's brand: technical excellence with strategic view. Our team is comprised by 65 lawyers who focus on the goals and businesses of each client. Our professionals are specialized in the most diverse areas of law and economy, many of which also act as professors, arbitrators or leaders of the most reputable domestic and foreign institutions in their respective areas.

Offering solutions to an ever-changing society and legal environment is key to the firm's success and crucial to clients' businesses. Our Fashion Law practice was one of the first ones to be established in Brazil with a full-time dedicated team who focus on the mechanisms for protecting the copyrights and intellectual property of stylists and companies, as well as labor, tax and competition issues deriving from the activities developed by the textile and accessory industries.

More recently, aware of the specific needs of startup companies and investors, the firm reorganized practices to assist these clients in a multidisciplinary way. This customized organization around the client has proven to be effective for legal structuring of new businesses and investments, ranging from the creation of contracts and documents to tax and labor aspects, intellectual property issues and dispute resolution matters.

Being able to count with high-profile professionals with expertise in more than 15 different areas of Law brings agility, depth and reliability to every case.

## BUSINESS

- Agribusiness
- Arbitration and Court Litigation
- Banking
- Business Law and Contracts
- Construction and Infrastructure
- Consumer Rights Corporate
- Energy
- Environment and sustainability
- Fashion Law
- Intellectual Property
- Labor and Employment
- M&A, Venture Capital and Private Equity
- Pharmaceuticals
- Project Finance & Corporate Finance
- Public Law
- Real Estate
- Startups and Innovation
- Tax
- Trade Remedies and International Trade

## CONTACTS

**André Mendes Espírito Santo:** [ams@baptista.com.br](mailto:ams@baptista.com.br)

**Esther Jerussalmy Cunha:** [ejc@baptista.com.br](mailto:ejc@baptista.com.br)

**Renata Castro Veloso:** [rcv@baptista.com.br](mailto:rcv@baptista.com.br)

**Cassia Monteiro Cascione:** [crm@baptista.com.br](mailto:crm@baptista.com.br)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**



 Av. Goethe, nº 141 - Porto Alegre/RS - Brazil  
CEP: 90430-100 - Rio Branco-  
Phone: + 55 51 3225.5533  
[www.mariodealmeida.com.br](http://www.mariodealmeida.com.br)



**Dr. Custódio César Almeida**



**Dr. Jatyr Ranzolin**



**Dr. Marcelo Boller**

## POSITIONING

Mário de Almeida Marcas and Patentes has more than half a century of experience in the Intellectual Property area. Throughout this period, our greatest commitment has always been to protect our clients' assets.

Formed by an experienced and multidisciplinary team that combines legal knowledge in Intellectual Property with technical - engineering practices; biotechnology; Chemical products; Pharmaceuticals, among others.

Through this combination, our office look for to provide quality services from the beginning to the end of the proposed activities, whether it is through the sending of communications related to the publication of customer processes, as well as of third parties with similar activities, or in regular personal visits of our consultants, the clients are always very well informed and oriented.

Our company has international partnerships in all regions of the world, serving foreign services, through legal advice, opening processes, maintenance, explorations, litigation solutions and disputes in the area of Intellectual Property.

## BUSINESS

- Trademark
- Patent
- Services Abroad
- Copyright
- Industrial Design
- Advise and Legal Consulting
- Technology Transference
- Software Registration

## OFFICES

- Porto Alegre
- Novo Hamburgo
- Palhoça

## CONTACTS

[int@mariodealmeida.com.br](mailto:int@mariodealmeida.com.br) / [int2@mariodealmeida.com.br](mailto:int2@mariodealmeida.com.br)

Top Advisors Directory  
**LAW FIRMS**

Country  
**BRAZIL**

# Montaury Pimenta Machado & Vieira de Mello

LAW FIRM • INTELLECTUAL PROPERTY

Av. Almirante Barroso, 139, 7º  
andar, Centro  
Rio de Janeiro, Brasil, CEP .  
ZIP 20.031-005  
Phone: +55 21 2524 0510  
Fax :+55 21 2240 1524  
montaury@montaury.com.br

[www.montaury.com](http://www.montaury.com)



**Eduardo Magalhães  
Machado**



**Iko Medina**



**Luiz Edgard Montaury  
Pimenta**



**Magnus Aspeby**



**Ricardo Vieira De Mello**



**Roberto Vieira De Mello**

## POSITIONING

Montaury Pimenta, Machado & Vieira de Mello, a global active IP law firm, was formed in 2010 when two of the leading Brazilian IP firms joined forces: Montaury Pimenta, founded in 1939 by Edgard Montaury Pimenta, and Vieira de Mello, founded in 1929 by Júlio Vieira de Mello.

With the head office located in Rio de Janeiro and a satellite office in São Paulo, Montaury Pimenta, Machado & Vieira de Mello brings together highly experienced and capable attorneys, patent attorneys, engineers, industrial property agents and paralegals practicing in the field of IP law.

In order to provide the highest level of service for clients who require fast and reliable coverage in other Brazilian states and worldwide, the firm has forged alliances with carefully selected partners to support the clients' needs, in addition to its talented and dedicated in-house professionals.

Montaury Pimenta, Machado & Vieira de Mello is dedicated to establish high quality relationships with each client, providing individualized and cost-effective services to a diversified portfolio of companies including small and medium-sized enterprises, multinationals, research institutes and other public entities.

Besides protecting IP assets and tangential businesses relating to these property rights, the firm is particularly involved in patent matters, including patent preparation and prosecution, freedom-to-operate and infringement opinions and both domestic and international complex litigation and counseling. Technical specialties include electrical engineering, electronics, mechanical engineering, physics, life sciences and healthcare, biotechnology, chemicals and pharmaceuticals, software and computer sciences, telecommunications and nanotechnology.

Montaury Pimenta, Machado & Viera de Mello team offers expertise that is tailor made to each case. The clients have regular contact with the specialist in charge of the case; the specialists always endeavour to put forward useful suggestions and constructive solutions. The reputation was built on expertise, availability and proactiveness in defending clients' IP rights and its multidisciplinary approach in several areas of practice.

## BUSINESS

- Litigation
- IP prosecution
- Contracts
- Plant varieties
- Copyright and software
- Advertising and marketing law
- Regulatory laws
- Franchising
- Antitrust and unfair competition
- Industrial and business secrets
- Geographical indications and indications of origin
- Trade dress
- Technology law
- Cybersecurity, privacy and data protection
- Anti-piracy
- Fashion law
- Media and entertainment law


## CONTACTS

**Eduardo Magalhães Machado:** [eduardo@montaury.com.br](mailto:eduardo@montaury.com.br)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**



 Rua Tabapuã, 81 – 4º andar  
Itaim Bibi – CEP 04533-010  
São Paulo  
Brazil  
Phone: +55 11 3704 9840  
Fax: + 55 11 3704 9848

[www.siqueiracastro.com.br](http://www.siqueiracastro.com.br)



**Daniel Pitanga  
Bastos de Souza**



**Eduardo Ribeiro  
Augusto**



**Márcio Costa de  
Menezes e Gonçalves**

## POSITIONING

Siqueira Castro – Advogados is a pioneer full-service business law firm with offices throughout the country. Over its 70 years history, our firm has consistently met the great range of our clients' legal needs with a full spectrum of services and excellent results in all areas of business law.

Siqueira Castro - Advogados performs continuous investment in Innovation Technological and Intellectual Property to maintain the highest standard of excellence protection our clients.

Our Firm is well known in the Intellectual Property Field for fighting piracy in the defense of immaterial property rights of its clients. The combined expertise of our IP, tax and litigation groups provides a comprehensive counseling as well as preventive action against entry and distribution of counterfeit goods and parallel-imported products.

### IP Practice Area

- Anti-Counterfeiting & Border Measures
- Copyright, Advertising and Entertainment
- Digital Business Protection
- Genetic Resources, Associated Traditional Knowledge and Folklore
- Geographical Indications
- Innovation advising
- Internet and E-commerce
- IP Litigation
- Licensing Agreements, Technology Transactions and Contracts
- Patents, Utility Models and Trade Secrets
- Plant Varieties Protection
- Technological Intelligence
- Trademarks and Industrial Designs
- Unfair Trade Practices

## BUSINESS

- Antitrust
- Banking and Finance
- Capital Markets
- Communications and Telecommunications
- Compliance
- Constitutional and Government Relations
- Consumer Relations
- Corporate
- Corporate Criminal Defense
- Corporate Recovery and Bankruptcy
- Credit Recovery
- Energy, Oil and Gas
- Environmental
- Foreign Capital
- Information Technology and the Internet
- Infrastructure and PPPs
- Insurance and Reinsurance
- Intellectual Property
- International Contracts
- International Trade and Commercial Defense
- Labor Law and Social Security
- Litigation and Arbitration
- Merges and Acquisitions
- Mining Law
- Real Estate
- Regulatory and Administrative
- Tax and tax planning
- Tourism, Sports and Entertainment

## CONTACTS

**Daniel Pitanga Bastos de Souza**, Partner: [dpitanga@siqueiracastro.com.br](mailto:dpitanga@siqueiracastro.com.br)

**Eduardo Ribeiro Augusto**, Partner: [eaugusto@siqueiracastro.com.br](mailto:eaugusto@siqueiracastro.com.br)

**Márcio Costa de Menezes e Gonçalves**, Partner: [mgoncalves@siqueiracastro.com.br](mailto:mgoncalves@siqueiracastro.com.br)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**BRAZIL**

# Trench Rossi Watanabe.

 Rua Arq. Olavo Redig de Campos,  
105 – 31st flr - EZ Towers Bldg -  
Tower A - 04711-904  
Sao Paulo - SP - Brazil  
Phone: + 55-11 3048-6800  
comunicacao@trenchrossi.com  
[www.trenchrossiwatanabe.com.br](http://www.trenchrossiwatanabe.com.br)



**Flavia Rebello**



**Flavia Maria  
Vasconcelos Pereira**



**Marcela Trigo de Souza**

## POSITIONING

Considered one of the largest law firms in Brazil, Trench Rossi Watanabe has a comprehensive and cutting edge operation, with expertise in all areas of law. We provide legal services to national and international clients across several markets, helping them to manage their business in an ethical and efficient way.

Through our strategic cooperation with Baker McKenzie, our clients have access to a global perspective through one of the most extensive and solid networks of the legal market.

We have extensive experience in complex and pioneering aspects of transactions, always maintaining the accuracy in relation to technical quality, ethics and efficiency. With over 210 lawyers, we offer the knowledge and confidence needed to deal with the Brazilian law and unique business practices.

Our professionals accumulate fluency in several languages and knowledge of various cultures and legal systems, to ensure that the highest quality is provided to our international clients.

## BUSINESS

- Agribusiness
- Antitrust
- Arbitration
- Automotive
- International Trade
- Commercial Contracts
- Public Law
- Real Estate
- Life Sciences
- Compliance
- Consumer
- Dispute Resolution
- Banking, Finance Law, Project Finance and Capital Market
- Aviation and Aircraft Finance
- Mergers & Acquisitions
- Media & Entertainment
- Energy, Mining, Oil & Gas and Infrastructure
- Environmental, Consumer, Social Responsibility and Climate
- Change
- Corporate Criminal Law
- Intellectual Property
- Insurance
- Corporate Law
- Information Technology
- Labour & Employment
- Tax

## CONTACTS

**Flavia Rebello:** [flavia.rebello@trenchrossi.com](mailto:flavia.rebello@trenchrossi.com)

**Flavia Maria Vasconcelos Pereira:** [flavia.vasconcelos@trenchrossi.com](mailto:flavia.vasconcelos@trenchrossi.com)

**Marcela Trigo de Souza:** [marcela.trigo@trenchrossi.com](mailto:marcela.trigo@trenchrossi.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**CHILE**



 Enrique Foster Sur 39, 9th  
Floor, Las Condes, Santiago  
Chile  
Phone: +562 28872300  
Fax: +562 28872301  
mail@cs.cl  
**www.cs.cl**



**Arturo Covarrubias**  
Attorney at Law



**Sofía Covarrubias**  
Attorney at Law



**Daniela Castro**  
Biologist



**Augusto Perez**  
Engineer



**Juan Pablo Klenner**  
Attorney at Law

## POSITIONING

Covarrubias & Cía. is a specialized firm exclusively focused on the Intellectual Property field, sprouted due to the rapid economic growth that Chile has experienced during the last decades.

A team of professionals working together for more than a decade is ready to personally assist the client. We speak of a united and proactive group of attorneys at law, biologists, chemists, engineers, designers and paralegals with thorough knowledge of the domestic and foreign regulation of Industrial Property, Copyrights, New Technologies, Privacy and Media.

Associated with an efficient network of international correspondents due to years of work in the IP field, Covarrubias & Cía. has become a valuable option for domestic clients who desire to protect their intellectual assets abroad. Likewise, international clients have a strategic partner in Covarrubias & Cía. for the protection, surveillance and management of their intellectual property assets in Chile and Latin America.

## BUSINESS

- Trademarks
- Patents
- Copyrights
- Domain Names
- Internet, New Technologies, Privacy and Media
- Sanitary Regulation
- Litigation

## CONTACTS

**General IP - Litigation:** Arturo Covarrubias

**Trademarks:** Sofía Covarrubias

**Patents - Biotechnology:** Daniela Castro

**Patents - Engineering and Design:** Augusto Perez

**Domain Names:** Juan José Prieto

**Copyrights, New Technologies and Media:** Juan Pablo Klenner



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**CHILE**

# MARINOVIC Y CIA.

---

## ABOGADOS

 San Sebastián 2839 oficina  
605, Las Condes Santiago de  
Chile  
Phone: +56 2 2 246 3630  
[www.marinoviccia.cl](http://www.marinoviccia.cl)



**Antonio Marinovic**

**Luis Olmedo**

### **POSITIONING**

The Marinovic y Cia. law firm was founded by Antonio Marinovic in 1987 and its initial activity was the defense of the Intellectual and Industrial Property through the implementation of domestic Anti-Piracy Campaigns for different industries. As a consequence of their clients' needs, both Chilean and foreign, it currently offers a wide variety of legal counseling services, achieving domestic and international recognition for the excellency and high quality of its services.

The firm's main focus is the Intellectual and Industrial Property field, specifically, the protection of trademarks and copyrights for the most important industries in the world through the implementation of efficient, long term domestic anti-piracy campaigns.

Likewise, in order to provide a wider coverage for the needs of its clients, the firm has specialized in the administration of tax matters associated to the development of economic activities, both from natural and legal persons, foreign and domestic. For that purpose, it has a highly qualified team to face the challenges brought by new legislations.

### **BUSINESS**

- Anti-piracy
- Trademarks Prosecution
- Patents Prosecution
- Lawsuits

### **CONTACTS**

**Antonio Marinovic:** [amarinovic@marinoviccia.cl](mailto:amarinovic@marinoviccia.cl)

**Luis Olmedo:** [lolmedo@marinoviccia.cl](mailto:lolmedo@marinoviccia.cl)

 Top Advisors Directory  
**LAWYERS**

 Country  
**COLOMBIA**

# OLARTEMOURE

**OLARTE MOURE & ASOCIADOS**  
Abogados - Attorneys

 Carrera 5 No. 34 - 03 Bogotá,  
Colombia 110311  
Phone: +51 (1) 601 7700  
Fax: +57 (1) 601 7799  
office@olartemoure.com  
[www.olartemoure.com](http://www.olartemoure.com)



**Carlos Olarte**  
Partner



**Juan G. Moure**  
Partner



**Alexander Agudelo**  
Patents Area Director



**Carlos A. Parra**  
IPIT Area Director



**Bibiana Agudelo**  
Trademarks Area Director



**Juan Felipe Acosta**  
Litigation and ADR Area  
Director

## POSITIONING

**THE FIRM:** Founded in 2003, OlarteMoure is a highly specialized intellectual property, regulatory and competition law firm formed by recognised leaders in their fields and academic circles. OlarteMoure strives to provide practical, proactive and timely counsel that is based on comprehensive legal analysis and a thorough understanding of their clients' business environment, under a competitive pricing and cost structure, and all under a rewarding work environment that promotes and stimulates constant professional development and excellence in client service. Persevering in this mission has allowed OlarteMoure to quickly claim and maintain top-tier status as an IP and competition law firm in Colombia. More recently, OlarteMoure has consolidated a regional IP practice throughout the Latin American region. Through a tight-knit alliance of local firms with outstanding relationships with the local IP office and impressive enforcement litigation experience, OlarteMoure is able to provide an unparalleled regional prosecution and litigation service. In addition to its Bogotá office, the firm has offices in Medellín, Barranquilla, Bucaramanga and a representative office in Tokyo, Japan.

An important percentage of the firm's client base is represented by Global 100 companies in the R&D pharmaceutical industry. Another important category includes local universities and R&D centres. Rounding off the representative clients are local Colombian and regional companies in the banking, industrial manufacturing, transportation, retail and consumer goods industries.

**LANGUAGES:** Spanish, English, French.

## BUSINESS

- Patents
- Trademarks
- Anticounterfeiting
- Innovation Protection & Technology Transfer
- LegalDesign
- Health Regulatory Law
- Antitrust & Restrictive Trade Practices
- Corporate & Transaction
- Publicity & Consumer Protection
- Copyright
- Plant Variety Protection
- Lobbying
- Data Privacy
- Unfair Competition
- Compliance
- Translation

## OFFICES

- Bogotá
- Medellín
- Barranquilla
- Bucaramanga
- Tokyo

## CONTACTS

**Carlos Olarte:** [carlos.olarte@olartemoure.com](mailto:carlos.olarte@olartemoure.com)  
**Juan G. Moure:** [juan.moure@olartemoure.com](mailto:juan.moure@olartemoure.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**ECUADOR**

**B | B | A**  
**Barzallo & Barzallo**  
ABOGADOS

 Av. 12 de Octubre 26- 48 y  
Lincoln  
Edificio Mirage. Oficina 5A.  
Quito  
Ecuador  
Phone: +593 6040700  
[www.barzallo.com](http://www.barzallo.com)



**José Luis Barzallo**



**Esteban Riofrio**



**Elías Barzallo**

## POSITIONING

Barzallo & Barzallo Abogados is a law firm that specializes in traditional law, intellectual property, electronic commerce and information technology and telecommunications law.

Our fundamental objective is to offer services focused on total quality. The standards of Barzallo & Barzallo Abogados are based around the constant training of its team members and efficiency in service, which are both basic characteristics of Legal practice.

The permanent use of technology in professional work, along with direct contact between our lawyers and our clients develop an ideal combination that allows for understanding the legal affairs more closely and allows for a timely response.

This dynamic and personalized service surpasses traditional consulting services and unites the emerging needs of a digital society. Electronic Commerce and the Internet have been constituted as a vital focal point for the economy in all countries, which in turn requires specialized legal consulting.

The experience of the team of lawyers at Barzallo & Barzallo Abogados in the information technology field, dealing with international and national information, telecommunications, commerce and consumers has pushed them to the forefront of integral advisory services in our digital society.

## BUSINESS

- Information technology law
- Telecommunications
- Intellectual property
- Antitrust law
- Corporative law
- Litigation law
- Public law

## CONTACTS

**José Luis Barzallo:** [joseluis@barzallo.com](mailto:joseluis@barzallo.com)

Top Advisors Directory  
**LAW FIRMS**

Country  
**ECUADOR**



Av. Diego de Almagro N30-118 y  
Av. República. EC170102  
Ecuador  
Phone: +593 2 3820750 / +593  
2 222 0550  
Fax: +593 2 2568366

[www.fabara.ec](http://www.fabara.ec)



María Rosa Fabara Vera



Pablo Fabara Vera



Mónica Jarrin Naranjo

## POSITIONING

**FABARA & CIA. ABOGADOS** is a prominent Law Firm in Ecuador, with a full-service practice, providing legal services and counsel throughout Ecuador to local and foreign investors and corporations.

Its Intellectual Property boutique practice, **FABARA & CIA. INTELLECTUAL PROPERTY**, is recognized both nationally and internationally for its profound knowledge, efficiency and effectiveness and renowned for the breadth and depth of its legal expertise, its professionalism, personalized service and accessibility; it is also frequently sought after in cases related to trademarks, patents, copyright, and unfair competition, for its litigation prowess.

The Firm is also acknowledged for having a very active and professional multidisciplinary team specialized in life science matters and patents preparation and litigation, including engineering fields such as bio-chemical, chemical, pharmaceutical among other specialized areas; and, for its relevant experience in technology transfer, negotiation and execution of license and franchising agreements, patents protection, utility models, plant breeders rights, trademarks management and worldwide trademarks protection, e-commerce and data protection.

It relies on its very own proprietary private trademark database, which is the most comprehensive and updated database of local trademark registrations in Ecuador, to monitor potential infringements and advise on likelihood of success in new registrations.

## BUSINESS

- Industrial property
- Copyright and Related rights
- New technologies
- Litigation and Conflict resolution
- Plant breeding rights

## OFFICES

- Quito
- Guayaquil

## CONTACTS

**María Rosa Fabara Vera:** [mrfabara@fabara.ec](mailto:mrfabara@fabara.ec)

**Pablo Fabara Vera:** [pfabara@fabara.ec](mailto:pfabara@fabara.ec)

**Mónica Jarrin Naranjo:** [mmjarrin@fabara.ec](mailto:mmjarrin@fabara.ec)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

# AMAR GOUSSU STAUB

SOCIÉTÉ D'AVOCATS

 25, rue de Madrid  
75008 Paris  
France  
Phone: +33(0)1 55 35 05 35  
Fax: +33(0)1 55 35 05 36  
contact@amar.law  
[www.amar.law](http://www.amar.law)



**Cyrille Amar**



**Grégoire Goussu**



**Antonin Staub**



**Anne-Lyne Roche**

## POSITIONING

Founded in 2003, Amar Goussu Staub is a professional, approachable and responsive law firm specializing on intellectual property, unfair competition and information technology.

The firm prides itself on offering top notch services in both contractual and litigation matters, including international arbitration, to clients from the worlds of IT, telecoms, defense and security, automotive, health, fashion and luxury goods.

## BUSINESS

- Patent law
- Trademark law
- Copyright
- Designs
- Unfair competition law
- Information technology law
- Cyber-security and encryption law
- Commercial law
- Data protection
- Internet law
- Dispute resolution: litigation and ADR
- Arbitration
- Customs procedures
- Licensing and anticounterfeiting strategy
- Contracts: drafting, negotiation, legal advice

## CONTACTS

**Cyrille Amar:** [amar@amar.law](mailto:amar@amar.law)

**Grégoire Goussu:** [goussu@amar.law](mailto:goussu@amar.law)

**Antonin Staub:** [staub@amar.law](mailto:staub@amar.law)


**Anne-Lyne Roche:** [roche@amar.law](mailto:roche@amar.law)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**



**BARDEHLE  
PAGENBERG**

 SO Square Opéra  
5, rue Boudreau  
75009 Paris  
France  
Phone: +33 (0)1 53 05 15 00  
Fax: +33 (0)1 53 05 15 05  
info@bardehle.fr

[www.bardehle.fr](http://www.bardehle.fr)



**Julien Fréneaux**



**Dominique Dupuis-  
Latour**



**Rebecca Delorey**



**Axel Munier**



**Marc-Antoine Ledieu**



**Jean-Claude Combaldieu**



**Marie-Claude Pellegrini**



**Viviane Azard**



**Clément Jaffray**



**Martin Hatier**



**Alice Gautron**



**Marie Nahmias**

## **POSITIONING**

As one of the largest IP firms in Europe, BARDEHLE PAGENBERG offers full service in all fields of Intellectual Property, including all procedures before the patent and trademark offices as well as litigation before the relevant courts.

Teams of attorneys-at-law and patent attorneys provide services tailored to the clients' particular needs and to the specifics of the matters. Upon the firm's creation in 1977, its founders innovated in launching the concept of interprofessional firm in Germany, that is to say uniting the competences of attorneys-at-law and of patent attorneys within the same firm.

The professionals of BARDEHLE PAGENBERG have many years' experience in safeguarding and enforcing inventions in many fields, ranging from consumer products such as sports products and cosmetics, to sophisticated medical treatments and high-tech industrial methods.

BARDEHLE PAGENBERG combines the professional expert knowledge of attorneys-at-law, patent engineers, trademark-specialized attorneys, technical advisors and qualified legal counsel.

BARDEHLE PAGENBERG has longstanding relationships with many top-level patent attorney firms in the United States as well as in emerging markets in Asia such as China.

## **BUSINESS**

- Patent Litigation
- Patent Prosecution
- Trademarks
- Designs
- Copyright
- Domain Names
- IT Law
- Employee Inventions
- Unfair Competition Law
- Licensing
- Competition/Antitrust

## **OFFICES**

- Paris
- Munich
- Düsseldorf
- Barcelona
- Verona

## **CONTACTS**

**Julien Fréneaux:** [freneaux@bardehle.fr](mailto:freneaux@bardehle.fr)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

# Bird & Bird

 Centre d'Affaires Edouard VII  
3, Square Edouard VII  
75009 Paris  
France  
Phone: +33(0)1 42 68 60 00  
Fax: +33(0)1 42 68 60 11  
[www.twobirds.com](http://www.twobirds.com)



**Géraldine Arbant**



**Marion Barbier**



**Yves Bizollon**



**Merav Griguer**



**Cathie-Rosalie Joly**



**Anne-Charlotte Le Bihan**



**Stéphane Leriche**



**Ariane Mole**



**Alexandre Vuchot**

## POSITIONING

### IP Practice

With the largest IP Group in Europe, numbering over 300 dedicated practitioners, Bird & Bird has established an unsurpassed international reputation for its intellectual property expertise and is consistently rated as a leader in the field.

Bird & Bird's French IP team is itself one of the largest IP teams in France with 3 partners and 13 lawyers dedicated to IP, 3 counsels and 1 paralegal. With two offices in Paris and Lyon, the team's practice covers the full spectrum of IP services from prosecution (with the exception of patent prosecution) to litigation and transactional work. The team's client base encompasses leading multinationals as well as SMEs and start-ups in numerous sectors such as Telecoms, electronics, food & beverage, media, sports, or the pharmaceutical industry.

### Tech & Comms & Data Protection Practice

Led by 7 partners, our Tech & Comms Team is organised around key areas, including IT, Data Management, Data protection, Internet, e-commerce, Telecoms, payment services and electronic currency which makes our offering one of the most attractive on the French market. Bird & Bird also has one of the largest teams of dedicated experts to the personal data protection, which assists its clients in the definition and implementation of their compliance program with European regulation (GDPR), advises on innovative projects in France and abroad and assists its clients in case of complaints, or investigation procedures and litigation before the French Authority ("CNIL").

## CONTACTS

**Géraldine Arbant:** [geraldine.arbant@twobirds.com](mailto:geraldine.arbant@twobirds.com)

**Marion Barbier:** [marion.barbier@twobirds.com](mailto:marion.barbier@twobirds.com)

**Yves Bizollon:** [yves.bizollon@twobirds.com](mailto:yves.bizollon@twobirds.com)

**Merav Griguer:** [merav.griguer@twobirds.com](mailto:merav.griguer@twobirds.com)

**Cathie-Rosalie Joly:** [cathie-rosalie.joly@twobirds.com](mailto:cathie-rosalie.joly@twobirds.com)

## BUSINESS

### IP Practice

- Patents, Trade secrets, Trademarks, Designs, Copyright, Domain names, unfair competition
- Actions before IP Offices
- Brand management
- Transfer of technology and Licensing
- Transfer pricing policy
- Media and online content policy

### Tech & Comms Practice

- IT & Telecoms contracts (including SaaS, PaaS, IaaS, agile and cloud computing issues)
- IT and Tech project management (outsourcing, offshoring, near shoring)
- Data management (database, open data, big data)
- E-commerce, electronic signature and cryptology
- Cyber security
- IT disputes
- Payment Services and electronic currency

### Data Protection

- Compliance and risk management
- GDPR implementation
- Actions before data protection authorities
- Audits, Policies, Procedures, DP schemes
- Binding corporate rules

**Anne-Charlotte Le Bihan:** [anne-charlotte.lebihan@twobirds.com](mailto:anne-charlotte.lebihan@twobirds.com)

**Stéphane Leriche:** [stephane.leriche@twobirds.com](mailto:stephane.leriche@twobirds.com)

**Ariane Mole:** [ariane.mole@twobirds.com](mailto:ariane.mole@twobirds.com)

**Alexandre Vuchot:** [alexandre.vuchot@twobirds.com](mailto:alexandre.vuchot@twobirds.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

**BISMUTH** *intégrateur du droit*  
SOCIÉTÉ D'AVOCATS

 63, avenue Maréchal de Saxe  
CS33305 - 69427 Lyon CEDEX 03  
France  
Phone: +33 (0)4 72 60 53 93  
Fax: +33 (0)4 72 60 53 94  
[www.bismuth.fr](http://www.bismuth.fr)



**Yves Bismuth**



**Mathieu Martin**

## POSITIONING

For more than 40 years, Bismuth has been offering advice and assistance across a spectrum of legal disciplines to businesses, public and private sector in all types of transactions or disputes.

The Firm has in particular developed a highly experienced practice in legal issues raised by communication technologies: information technology, including new technologies, as well as telecommunications law. The Firm has also extensive experience in all areas of intellectual property.

Precursor in these legal issues, Bismuth puts its knowledge and expertise to the services of its clients in order to help them choose the adequate legal strategy.

The Firm advises national and international actors in the world of software publishing and digital inclusion. Bismuth has also set up a recognized cross-disciplinary competence relevant to the public and private actors in the area of Telehealth.

## OFFICES

- 63, avenue Maréchal de Saxe  
CS33305 - 69427 Lyon CEDEX 03  
France  
Phone: +33(0)4 72 60 53 93  
Fax: +33(0)4 72 60 53 94
- 23, rue d'Anjou  
75008 PARIS  
France

## BUSINESS

### Computer law, IT Law

- Drafting and negotiating contracts
- IT expertise
- Public Procurement
- Litigation
- Contract manager
- Software asset management

### Information and Communication Technologies (ICT)

- Internet
- E-commerce
- Cyber Monitoring / Cyber-crime
- ehealth
- Data protection
- Cross media / Transmedia
- Open data / Big data
- Networks

### Intellectual Property Rights

- Legal council – Branding – Litigation
- Copyright – Databases
- Designs and models, Patent, Semi-conductor product, Trademarks

## CONTACTS

**Yves Bismuth**, Partner: [yves.bismuth@bismuth.fr](mailto:yves.bismuth@bismuth.fr)  
**Mathieu Martin**, Partner: [mathieu.martin@bismuth.fr](mailto:mathieu.martin@bismuth.fr)



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**



 131, boulevard Maiesherbes  
75017 Paris  
France  
Phone: +33 (0)1 45 74 03 98  
Fax: +33 (0)1 45 74 02 51  
escande@cabinet-escande.com  
**www.cabinet-escande.com**



**Michel-Paul Escande**



**Ghyslaine Rajot**



**Pierre Vivant**



**Diane de Valbray**



**Benjamin Fabre**

## POSITIONING

Cabinet MP ESCANDE is a recognized niche structure specialized in all areas of Intellectual Property law (Patents, Trademarks, Designs, Copyright, geographical indications and appellations of origin, disputes related to patronymic names...).

The firm is also involved in conflictual and parasitic unfair competition cases.

Cabinet MP ESCANDE's main areas of intervention concern luxury, automotive, food processing, wine products, glassware, furniture, sports, publishing, mechanical industry, banking and artistic creations.

Its international clients consist of businesses and individuals.

The firm assists them in the establishment and management of their rights in administrative and judiciary proceedings, whether civil, criminal, arbitration or mediation.

A department is specifically dedicated to brand portfolios management and Designs in France and abroad.

This department also oversees intellectual property securities in connection with customs.

## BUSINESS

- Litigation and counselling
- Patents
- Trademarks
- Industrial designs and models
- Geographical indications and appellations of origin
- Copyright
- Unfair competition and parasitism
- Patronymic names
- Portfolio management and audit
- Trademarks
- Industrial designs and models
- Surveillance of client's rights
- Interventions with the Customs authorities
- Trademarks

## OFFICES

- Correspondant: Tour Generali,  
149 avenue Louise  
1050 Brussels - Belgium

## CONTACTS

**Catherine Molina:** *catherine.molina@cabinet-escande.com / Phone: +33(0)1 45 74 74 39*

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**



 5, avenue de Messine  
75008 Paris  
France  
Phone: +33 (0)1 84 16 75 35  
Fax: +33 (0)1 84 16 75 34  
cabinet@cbdavocat.com  
[www.cbdavocat.com](http://www.cbdavocat.com)



**Patrice de Candé**



**Julien Blanchard**



**Claire Herissay-Ducamp**



**Alix Phiquepal  
d'Arusmont**



**Margaux Negre-Carillon**

## POSITIONING

CANDÉ-BLANCHARD-DUCAMP (CBD) is a law firm, composed of Attorneys-at-law at the Paris Bar, entirely dedicated to litigation in the field of intellectual and industrial property (trade marks, designs, patents, software, copyright, domain names, etc.).

The three Partners of the firm, Patrice de Candé, Julien Blanchard and Claire Herissay-Ducamp, have numerous years of experience in this field.

We advise and assist French and foreign large-scale Companies, in industries as varied as the luxury industry (textile, leather goods, jewellery, watch-making, cosmetics, etc.), the pharmaceutical, building, insurance, banking and computer industries.

Our team intervenes in all proceedings aimed at defending our Clients' intangible assets (Infringement or Unfair competition actions; Customs or Arbitration proceedings, etc.) with French Courts (Regional Courts, Commercial Courts, Criminal Courts) as well as European Courts (Court of First Instance of the European Communities and Court of Justice of the European Union), and with both the French Office (INPI) and the Community Office (EUIPO). Outside of France, our Law Firm has built up a network of specialized foreign colleagues recognized for their expertise and efficiency. Our Law Firm places great emphasis on offering the most in-depth and most reactive service possible, while working very closely with our Clients, in a cost-effective manner.

## BUSINESS

- Trademarks
- Designs and Models, Copyright
- Internet, Domain names
- Patents
- Litigation, Legal Disputes, Contracts, Consulting
- Industrial Property Rights

## CONTACTS

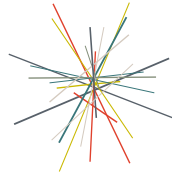
**Patrice de Candé**, Partner: [pdecande@cbdavocat.com](mailto:pdecande@cbdavocat.com)

**Julien Blanchard**, Partner: [jblanchard@cbdavocat.com](mailto:jblanchard@cbdavocat.com)

**Claire Herissay-Ducamp**, Partner: [cducamp@cbdavocat.com](mailto:cducamp@cbdavocat.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**



**CONSTANTIN PAVLEAS**  
AVOCATS

 28, rue Racine  
75006 Paris  
France  
Phone: +33(0)1 43 37 30 30  
[www.pavleas-avocats.com](http://www.pavleas-avocats.com)



**Constantin Pavleas**



**Marguerite Gaeremynck**



**Sophie Delcroix**



**Anastasie Kerluen**

## POSITIONING

The firm was created in 2001 by Constantin Pavleas, a former associate at Skadden Arps, Paris, and in-house counsel with Gemplus (a.k.a. Gemalto) and Sybase. The firm advises tech companies and other industries on intellectual property (IP) strategy and valuation, data protection, business negotiations and mergers & acquisitions.

The firm's DNA is to be dealmakers, taking a pragmatic, business-oriented approach to clients' needs and finding creative, legally sound solutions to close deals. The team assists software and hardware companies in the negotiation of inbound and outbound licenses, technology/IP assignment agreements, research and development agreements, SaaS contracts, OEM agreements, software development agreements, outsourcing agreements, public-founded consortia, patent pools, IP monetization programs and strategic alliances.

Constantin Pavleas Avocats also advises companies on all aspects of data protection. In view of the EU General Data Protection Regulation (GDPR) that is applicable as from May 2018, the firm assists its clients on strategy and regulatory compliance, including auditing, implementing internal data protection policies, conducting data protection impact assessments, and negotiating agreements with data controllers or data processors for GDPR compliance. Constantin Pavleas Avocats is active in providing presentations, webinars and seminars on GDPR.

Constantin and his team advise as IP counsel on merger & acquisition transactions, including IP due diligence, IP representations and warranties, IP indemnities and relevant disclosure schedules. Recently, the firm assisted an important provider of security solutions in the acquisition of a Finnish start-up and the assets of a US company specialized in electronic transaction security, including authentication, digital signature and m-payment technologies.

## BUSINESS

- Information technologies (software, hardware, IoT, AI, big data/open data)
- Data protection
- Mergers and Acquisitions (IP/IT aspects)
- Commercial agreements
- Copyrights
- Trademarks
- Designs
- Patents
- Unfair competition
- Image rights

## CONTACTS

**Constantin Pavleas:** [cpavleas@pavleas-avocats.com](mailto:cpavleas@pavleas-avocats.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

# DE GAULLE FLEURANCE & ASSOCIÉS

SOCIÉTÉ D'AVOCATS

 9, rue Boissy d'Anglas  
75008 Paris  
France  
Phone: +33 (0)1 56 64 00 00  
Fax: +33 (0)1 56 64 00 01  
contact@dgfla.com

[www.degaulleflurance.com](http://www.degaulleflurance.com)



**Georgie Courtois**



**Frédéric Destal**



**Louis de Gaulle**



**Julien Horn**



**Jean-Marie Job**



**Rhadamès Killy**



**Anne-Hélène  
Le Trocquer**



**Serge Lederman**



**Francine  
Le Péchon Joubert**



**Philippe Moncorps**



**Charles-Edouard  
Renault**



**Sandra Strittmatter**



**Cécile  
Théard-Jallu**



**Jean-François Vilotte**

## POSITIONING

De Gaulle Fleurance & Associés is a full-service law firm covering all the areas of Intellectual Property, Information Technology, Data Protection, Life Sciences, Biotechnology, Healthcare, Media, Entertainment and Sports.

It is recognized as one of the most powerful teams on the French market.

Clients laud the ability of De Gaulle Fleurance & Associés to propose an integrated and transversal service as it is also capable of bringing its expertise in other areas (such as Tax Law, EU Law, M&A and Corporate, Public Law, Labor Law) when needed on a specific matter.

As a result of its unique and businesses-oriented positioning, De Gaulle Fleurance & Associés has gained wide recognition from clients and peers.

## BUSINESS

- Intellectual Property - Information Technologies
- Patents and Technology transfers
- Trademarks, Design and Models, Domain Names
- Literary and Artistic property
- Internet and Electronic Commerce
- Medias
- Sports
- Arbitration, Litigation, Contracts
- Life Sciences, Biotechnology, Healthcare (Regulatory, Medical products, Health data protection)

## OFFICES

222, avenue Louise  
1050 Brussels  
Belgium  
Phone: +32 (0)2 664 01 64  
Fax: +32 (0)2 664 31 16  
contact@dgfla.com

## CONTACTS

**Georgie Courtois:** [gcourtois@dgfla.com](mailto:gcourtois@dgfla.com)

**Frédéric Destal:** [fdestal@dgfla.com](mailto:fdestal@dgfla.com)

**Louis de Gaulle:** [ldegaulle@dgfla.com](mailto:ldegaulle@dgfla.com)

**Julien Horn:** [jhorn@dgfla.com](mailto:jhorn@dgfla.com)

**Jean-Marie Job:** [jmjob@dgfla.com](mailto:jmjob@dgfla.com)

**Rhadamès Killy:** [rkilly@dgfla.com](mailto:rkilly@dgfla.com)

**Anne-Hélène Le Trocquer:** [ahletrocquer@dgfla.com](mailto:ahletrocquer@dgfla.com)

**Serge Lederman:** [slederman@dgfla.com](mailto:slederman@dgfla.com)

**Francine Le Péchon-Joubert:** [flepechonjoubert@dgfla.com](mailto:flepechonjoubert@dgfla.com)

**Philippe Moncorps:** [pmoncorps@dgfla.com](mailto:pmoncorps@dgfla.com)

**Charles-Edouard Renault:** [cerenault@dgfla.com](mailto:cerenault@dgfla.com)

**Sandra Strittmatter:** [sstrittmatter@dgfla.com](mailto:sstrittmatter@dgfla.com)

**Cécile Théard-Jallu:** [ctheardjallu@dgfla.com](mailto:ctheardjallu@dgfla.com)

**Jean-François Vilotte:** [jfvilotte@dgfla.com](mailto:jfvilotte@dgfla.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

**eblexington**  
avocats

 72, boulevard de Courcelles  
75017 Paris  
France  
Phone: +33 (0)1 83 75 41 41  
contact@lxt-law.com  
[www.lxt-law.com](http://www.lxt-law.com)



Laurent Lévy



Michael Piquet Fraysse



Damien Remy



Julia Tulokas



Camille Rauzy



Marie Rambault

## POSITIONING

Created in 2012, EBL LEXINGTON sets itself apart by its pragmatism, dynamism, creativity and international outlook. The firm is part of the Warwick Legal Network ([www.warwicklegal.com](http://www.warwicklegal.com)), which spans 26 countries.

### Intellectual Property

EBL LEXINGTON takes action, both as a counsel and litigator, on behalf of French and foreign clients in a wide range of sectors including fashion and luxury goods, high-tech, music, industrial design, cosmetics, automotive, industrial construction, wine and spirit. The firm represents its clients in administrative and judiciary proceedings whether civil, criminal, arbitration or mediation. In addition, the firm has created a specific department dedicated to the protection of trademarks and domain names.

EBL LEXINGTON's expertise is particularly recognized in proceedings relating to patent, trademark and copyright's infringements, both in France and abroad with the assistance of its international network.

EBL LEXINGTON offers a comprehensive service always in line with the economic approach of the right holders and dedicates its work to find the best creative and economic solutions.

### Information technologies

EBL LEXINGTON assists its clients for the implementation, development and running of their technological projects, notably as regards to software, Internet and telecommunications.

The firm also has an established practice in the field of regulations and personal data protection.

## BUSINESS

### Our expertise

- Trademark
- Patent
- Design
- Domain name
- Copyright
- Music
- Press and Media
- Unfair competition
- Data protection
- Distribution and competition law
- Criminal law (IP aspects)

### Our services

- Litigation
- Anti-counterfeiting actions both in France and abroad
- Interventions with the Customs authorities
- Audit, valorization and negotiation of IP assets
- Contracts relating to IP rights
- Portfolio management
- International network

## CONTACTS

**Laurent Levy** : [llevy@lxt-law.com](mailto:llevy@lxt-law.com)

**Michael Piquet Fraysse** : [mpiquetfraysse@lxt-law.com](mailto:mpiquetfraysse@lxt-law.com)

**Damien Remy** : [dremy@lxt-law.com](mailto:dremy@lxt-law.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

# Gilbey Legal

 43, boulevard Haussmann  
75009 Paris  
France  
Phone: +33(0)1 56 02 62 00  
Fax: +33(0)1 56 02 62 10  
[www.gdhlegal.com](http://www.gdhlegal.com)



**Richard Gilbey**



**Jehan-Philippe Jacquey**



**Joanne Quirin**



**Richard Metzger**



**Arnaud Lellinger**

## POSITIONING

Founded in 1992, our Paris-based law firm has continuously provided legal advice and expertise to clients throughout the world for the protection and defence of their Intellectual Property assets.

The firm advises both French and international clients and associates, including major, multinational corporations in the pharmaceutical, tobacco, alcoholic products, cosmetics, electronics, food and beverage, consumer products, apparel and luxury goods fields, in all phases of management of their I.P. assets.

We provide complete and personalized legal services encompassing all phases of Intellectual Property management, including clearance and protection of trademarks, designs or other distinctive signs, enforcement against unlawful use, and centralized world-wide coordination of Intellectual Property portfolios and litigation through our extensive network of selected associate firms, as well as an expertise in Customs surveillance and enforcement, providing both domestic and international clients with strategic anti-counterfeiting solutions.

We pride ourselves for an a high degree of responsiveness to our clients budgetary and management requirements and objectives.

## BUSINESS

- Selection of Intellectual Property Assets
- Protection of Intellectual Property Assets
- Administration of Intellectual Property Assets
- Enforcement of Intellectual Property Assets

## CONTACTS

**Richard Gilbey**, Founding partner: [r.gilbey@gdhlegal.com](mailto:r.gilbey@gdhlegal.com)  
**Jehan Philippe Jacquey**, Partner: [jp.jacquey@gdhlegal.com](mailto:jp.jacquey@gdhlegal.com)  
**Joanne Quirin**, Partner: [j.quirin@gdhlegal.com](mailto:j.quirin@gdhlegal.com)  
**Richard Metzger**, Of counsel: [r.metzger@gdhlegal.com](mailto:r.metzger@gdhlegal.com)  
**Arnaud Lellinger**, Associate: [a.ellinger@gdhlegal.com](mailto:a.ellinger@gdhlegal.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**



 137, rue de l'Université  
75007 Paris  
France  
Phone: +33 (0)1 53 23 92 10  
Fax: +33 (0)1 47 23 49 13  
mail@cabinet-hirsch.com  
[www.cabinet-hirsch.com](http://www.cabinet-hirsch.com)



**Marc-Roger Hirsch**



**Jean-Marc Lefrançois**



**Georgia Devos**



**Christophe Andral**



**Guangtao Bu**

## POSITIONING

The close collaboration between the legal team of Hirsch & Associates and the lawyers and engineers of our sister firm Hirsch & Partners produces a powerful synergy which cannot but strengthen the performance of Hirsch & Associates.

The almost daily relationship between the lawyers/barristers of Hirsch & Associates and the attorneys and IP specialists of Hirsch & Partners creates a symbiosis of which our clients are the prime beneficiaries both in terms of effectiveness and in terms of costs.

The alliance between our law firm and the teams of engineers and technologists of Hirsch & Partners is a key element of our success when it comes to complex technical questions arising in asserting and defending patents thanks to the direct support provided by our scientific and technical staff.

The same applies to the teamwork between our law firm and the legal people of Hirsch & Partners regarding the protection of trademark and design rights.

## BUSINESS

- Patents
- Trademarks and Designs
- Copyright matters
- Domain name disputes
- Unfair competition matters

## CONTACTS

**Marc-Roger Hirsch, Founding Partner**  
**Jean-Marc Lefrançois**  
**Emmanuelle Tévenin**  
**Elisabeth De Morelos**  
**Georgia Devos**  
**Christophe Andral**  
**Guangtao Bu**

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**



 40, rue La Boétie  
75008 Paris  
France  
[www.hoyngrokhmonegier.com](http://www.hoyngrokhmonegier.com)  
[www.veron.com](http://www.veron.com)



**Denis Monégier  
du Sorbier**



**Benoît Strowel**



**Sophie Micallef**



**Marie Georges-Picot**



**Anne Servoir**



**Sabine Agé**



**Amandine Métier**



**Florence Jacquand**

## POSITIONING

VÉRON & ASSOCIÉS will soon be joining forces with HOYNG ROKH MONEGIER AARPI, and will become HOYNG ROKH MONEGIER VERON AARPI in France. With offices in Paris and Lyon, the French team will have 25 specialists in intellectual property, competition and pharmaceutical law. The firm specialises in prevention and resolution of disputes, litigation, strategic advice, negotiation, due diligence, arbitration and mediation related to intellectual property rights.

HOYNG ROKH MONEGIER is a European IP boutique firm created in 2015 when the leading IP firms HOYNG MONEGIER and REIMANN OSTERRIETH KÖHLER HAFT (ROKH) decided to join forces. HOYNG ROKH MONEGIER has 43 partners and around 100 IP specialists based at offices in Amsterdam, Brussels, Düsseldorf, Madrid, Mannheim (branch office), Munich and Paris.

VÉRON & ASSOCIÉS is a French boutique firm founded in 2001, entirely dedicated to patent and industrial property litigation. With three partners, two of counsel, five associates and one technical advisor at its offices in Paris and Lyon, VÉRON & ASSOCIÉS is considered one of France's leading patent litigation firms.

## BUSINESS

- Patents
- Trademarks
- Pharma regulatory
- ICT
- Arbitration & Mediation
- Advertising
- Counterfeit & Piracy
- Unfair commercial practices/competition
- Design rights

## OFFICES

- Amsterdam
- Brussels
- Düsseldorf
- Lyon
- Madrid
- Munich

## CONTACTS

**Sabine Agé:** [sabine.age@veron.com](mailto:sabine.age@veron.com)

**Benoît Strowel :** [benoit.strowel@hoyngrokh.com](mailto:benoit.strowel@hoyngrokh.com)



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

JACOB AVOCATS

 161, avenue Victor Hugo  
75116 Paris  
France  
Phone: +33(0)1 73 02 02 10  
Fax: +33(0)1 73 02 02 20  
[www.jacobavocats.com](http://www.jacobavocats.com)



Julie Jacob



Audrey Decima



Maxime  
Ramos-Guerrero



Joséphine Weil



Clémence Mesureur

## POSITIONING

The Firm Jacob Avocats offers tailored legal solutions to its customers, but beyond the consulting dimension, the firm also offers strategy and personalized support over time.

Jacob Avocats acts as a true partner for companies and personalities that represents their brand and image. A new type of law firm was born in this world that experience profound and quick changes.

Julie Jacob is a regular contributor on all e-commerce issues, computer law, online games, pre paid cards, litigation regarding computers and networks, media in the digital environment, brands etc.

### Internet & e-business

- E-business websites and market-places (B2B and B2C)
- Blogs / podcasts
- E-marketing and E-advertisement
- Personal data protection
- Consumer protection legislation
- User generated contents

### Computer Law

- Sales and services contracts
- Web Affiliation, Web-hosting, outsourcing
- High-tech plate-form
- High-tech storage, data security
- High tech services
- Software

### Media / Communication / Telecoms

- Telecommunication networks and services
- Music / Radio
- Video / Television / Cinema (VOD)
- Advertising
- Press
- Access providers

## BUSINESS

- New technologies
- Media
- Online gaming
- IP/IT
- E-commerce
- Copyrights & Trademarks
- Litigation
- Data protection & data privacy
- Media entertainment, media, advertising

## CONTACTS

Julie Jacob, Partner: [jjacob@jacobavocats.com](mailto:jjacob@jacobavocats.com)

Top Advisors Directory  
**LAW FIRMS**

Country  
**FRANCE**



**LAUDE ESQUIER CHAMPEY**  
AVOCATS AU BARREAU DE PARIS



4, rue Quentin Bauchart  
75008 Paris  
France  
Phone: +33 (0)1 75 44 47 00  
Fax: +33 (0)1 75 44 47 01  
[www.lecspartners.com](http://www.lecspartners.com)



**Victor Champey**



**Richard Esquier**



**Sophie Havard Duclos**



**Nathalie Karpik**



**Olivier Laude**



**Claire Machureau**

## POSITIONING

Laude Esquier Champey specializes in business litigation.

The firm has 20 attorneys whose practices are dedicated to managing and resolving disputes both in France and internationally.

The firm primarily acts on behalf of French and international groups, large companies, SMEs and directors and officers operating in a wide variety of economic sectors.

Anticipating and managing conflicts, analyzing risks, developing strategies, resolving crises, achieving settlements or implementing effective judicial proceedings, are at the heart of the firm's activity and expertise.

Led by six seasoned partners with a significant track record in negotiations and litigation, the firm defends its clients' interests efficiently and with determination, arriving at pragmatic solutions that are adapted to the financial and strategic risks at stake.

The firm represents its clients before all types of jurisdictions (judicial, administrative, arbitral).

Laude Esquier Champey is recommended for «the quality of its advice, the timeliness and effectiveness of its services, its strong results and the supreme availability of its attorneys.»

## BUSINESS

### Business litigation

- Acquisitions/post-acquisition
- Shareholder lawsuits
- Banking/Finance
- Securities laws
- Insurance
- White collar crime
- Collective procedures
- Construction/Real estate
- Transportation
- Estates

### Commercial litigation

- Commercial contracts
- Distribution arrangements
- Consumer law
- Product defects
- Competition and unfair practices
- Distribution networks

### IP/IT litigation

- Copyright
- Trademarks
- Design protection
- Patents
- Personal data
- Press and media
- Internet

### Employment litigation

- Individual and collective litigation
- Restructuring and redundancy plans
- Works council notifications and consultations
- Union representation



## CONTACTS

**Victor Champey**, Partner: [vchampey@lecspartners.com](mailto:vchampey@lecspartners.com)

**Richard Esquier**, Partner: [resquier@lecspartners.com](mailto:resquier@lecspartners.com)

**Sophie Havard Duclos**, Partner: [shavardduclos@lecspartners.com](mailto:shavardduclos@lecspartners.com)

**Nathalie Karpik**, Partner: [nkarpik@lecspartners.com](mailto:nkarpik@lecspartners.com)

**Olivier Laude**, Partner: [olaude@lecspartners.com](mailto:olaude@lecspartners.com)

**Claire Machureau**, Partner: [cmachureau@lecspartners.com](mailto:cmachureau@lecspartners.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

# Lawways

 4, avenue Hoche  
75008 Paris  
France  
Phone: +33(0)1 43 18 16 50  
contact@lawways.com  
[www.lawways.com](http://www.lawways.com)



Gilles Rouvier



Hortense Rouvier



Sarah Benchegra



Stéphanie Schmitt



Camilla Clemenza



Myriam Douillet



Manon Oravec

## POSITIONING

Lawways has built, over the course of the last 12 years, a highly recognized law firm offering synergy and complementarity of expertises between new technology law, digitalization and corporate law. Lawways provides legal support to worldwide companies (banks, insurances, IT, global services & industry), as well as investments funds. And also many other law firms in France and abroad rely on Lawways' specific approach and experience.

**On the cutting edge of new technology law:** Lawways has acquired sharply honed knowledge and skill sets in negotiating and drafting all types of contracts in the field of new technologies, and more specifically software and data, for French and international groups. The firm provides assistance with reviews of existing agreements or with a one-off negotiation, or over a process of several months, acting in a support role for a commercial team or a legal department.

**With sought-after know-how:** the firm has in-depth knowledge of the world of new technologies that allows it to stay a few steps ahead and anticipate what's next. This is why many law firms rely on the specific know-how in this field.

**Playing in the big leagues of corporate law, private equity, and mergers and acquisitions:** Lawways accompanies all of its clients in their development and value creation projects, primarily in the service sector and in the new technologies sector. The firm's skills allow it to often punch above its weight up there with the market leader firms.

## BUSINESS

### **Information technology, digitalisation, software, telecoms and the internet**

- All types of IT-related agreements
- SaaS agreements, facility management, IT outsourcing, ERP, ASP, BPO
- Cloud computing, big data, Artificial Intelligence; Fintech
- Data privacy : Data Processing agreements; Financial Data agreements
- Trade marks/domain name; licences / sales – IP assignments

### **Commercial and intellectual property agreements and litigation**

- Purchasing/sourcing and procurement / subcontracting agreements
- Distribution/commercial agent agreements
- General terms of sale/general terms of purchase/general terms of use
- Partnership agreements (business brokerage, etc)
- Professional Services agreements; SOW
- Infringement actions: pre-litigation strategy - Litigation

### **Mergers and acquisitions**

- Purchase and sale transactions of securities or assets, groups and companies restructuring, mergers and universal transmission of assets; letters of intent and MOUs, NDA, legal due diligence work
- Purchase agreements, representations and warranties agreement, call and put option agreement
- Majority/minority shareholders' agreements; managers agreement
- Sale of business; Joint venture

### **Private equity**

- Advisory services to investment funds, business angels, family offices and managers for venture capital transactions, expansion capital transactions and LBOs
- Investment and co-investment agreements, issuance of several complexed securities as preferred shares, bounds, etc; management packages, voluntary profit-sharing schemes, good/bad leaver arrangements

## CONTACTS

**Gilles Rouvier**, Founding partner: [gilles.rouvier@lawways.com](mailto:gilles.rouvier@lawways.com)  
**Hortense Rouvier**, Partner: [hortense.rouvier@lawways.com](mailto:hortense.rouvier@lawways.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

# Linklaters

 25, rue de Marignan  
75008 Paris  
France  
Phone: +33(0)1 56 43 56 43  
Fax : +33(0)1 43 59 41 96  
[www.linklaters.com](http://www.linklaters.com)



Pauline Debré



Sonia Cissé



Simon Corbineau-Picci



Juliette Crouzet



Jean Fau



Jean-François  
Merdrignac

## POSITIONING

In Paris, our team of six lawyers assists its clients in the valuation, exploitation and defense of their intellectual property rights. The team has extensive experience in managing and resolving patent and trademark litigation in a multi-jurisdictional context. The team has also developed a recognized expertise in litigation that combine competition law and intellectual property issues, particularly in the area of standard essential patents.

The overall structure of our firm is particularly suited for managing complex cross-border issues. We have also created a pan-European working group and a website ([www.unifiedpatentcourt.linklaters.com](http://www.unifiedpatentcourt.linklaters.com)) dedicated to the unitary patent and the Unified Patent Court to assist our clients in the preparation for the changes related to this new system.

We also support our clients in the areas of Technology, Media and Telecommunications and cover the entire spectrum of regulatory and contractual matters to meet the needs of telecommunications and information technology players. In addition, we assist our customers in compliance programs with the new Data Protection Regulations.

The team is eventually renowned for its ability to assist clients in all intellectual property and technology law issues that arise in M&A transactions, capital markets, and complex restructuring by collaborating closely with other departments and offices of the firm.

## OFFICES

- Abu Dhabi
- Amsterdam
- Antwerp
- Bangkok
- Berlin
- Brussels
- Dubai
- Düsseldorf
- Frankfurt
- Hong Kong
- Lisbon
- London
- Luxembourg
- Madrid
- Milan
- Moscow
- Munich
- New York
- Paris
- Pekin
- Rome
- Sao Paulo
- Seoul
- Shanghai
- Singapore
- Stockholm
- Tokyo
- Warsaw
- Washington, D.C.

## BUSINESS

### Areas

- Patents and know-how
- Trademarks
- Copyright
- Designs and models
- Unfair competition and parasitism
- Domain names
- Software
- Dataprivacy
- IT and new technologies
- Telecommunications and media

### Expertise

- Infringement Seizure
- Actions in infringement and unfair competition
- National and cross-border litigation
- Actions refer to provisional ban
- Actions in nullity
- IP Rights Ownership Claim
- Negotiation and drafting of IP contracts
- Regulations on the creations and inventions of employees audits
- Protection of personal data
- IT and outsourcing contracts
- Telecom Contracts-Infrastructure Sharing

## CONTACTS

Pauline Debré, Partner: [pauline.debre@linklaters.com](mailto:pauline.debre@linklaters.com)

“[An] international and multidisciplinary approach appears more necessary than ever considering the challenges that the economic operators are facing.”



Interview with

**PAULINE DEBRÉ**  
Partner, **LINKLATERS**

**Leaders League.** In your opinion, what changes will the creation of the Unified Patent Court bring about for intellectual property actors?

**Pauline Debré.** Following the ratification by the United-Kingdom, the Unified Patent Court («UPC») is again on the agenda even if the launch remains suspended to the decision of the German constitutional court. If it enters into force, the UPC will accelerate patent litigation procedures and will provide a «one-stop shop» for economic players, facilitating the management of their disputes in Europe. However, the UPC is a new jurisdiction which will apply rules resulting from different legal systems which sometimes have divergent case law. This new centralized system will emphasize the need for expanded teams of lawyers and technicians, having diverse backgrounds and skills, who will handle increasingly complex cases in shorter timeframes. Eventually, the implementation of the UPC will be gradual, as European patent holders will be able, under certain conditions, to choose not to submit their disputes to the UPC, but to bring them before national courts («opt out»).

**Your firm assists the largest actors in the pharmaceutical industry in their patent litigation, how do you see the sector developing in the coming years?**

There is a growing trend of the pharmaceutical industry towards specialisation, which increases the dependency of certain laboratories to a smaller number of “blockbuster” drugs. As a result, tensions with generic companies are heightened and the risk of litigation is increased. In addition, we are seeing an increasing trend in litigation between innovative laboratories. Furthermore, research and development expenditures are growing, and the financial stakes are accordingly higher. The development of «biotech» is an important asset, both for the external growth of existing laboratories (through acquisitions) and for the development of new therapeutic solutions (medical devices, biological drugs, etc.). Standard-essential patents are also likely to be implemented in the pharmaceutical sector, in particular in connected medical devices, so that laboratories will also encounter the particular legal problems such patents entail (and in particular the obligation to grant and/or take licences under «FRAND» conditions). Finally, the lack of automatic of injunctions in the event of infringement, raised in the context of essential patents, could arise more generally and have a serious impact on laboratories’ legal strategies.

**The General Data Protection Regulation is coming into force. What immediate consequences on your activity do you foresee?**

The entry into force of the General Data Protection Regulations (“GDPR”) has had a significant impact on our activity. For the past two years, most of our TMT matters have concerned data privacy. In practice, this involves the implementation of several compliance programs and the review of the companies’ essential documenta-

tion (information notices, data management policy, customer and supplier contracts, etc.). Since not all companies have started their compliance work yet, this activity should continue in the forthcoming months. In addition to the substantial penalties it provides for, the GDPR introduces new remedies before a supervisory authority. Citizens are also increasingly aware of their rights in the processing of their data. Consequently, data protection disputes should increase. Given our ability to work jointly with the Litigation and Public Law departments, both in France and worldwide, we will be well positioned to meet our clients’ needs.

**What are your firm’s areas of development in France?**

Linklaters focuses on major international transactions and litigations, where the firm can provide high value-added services. Thus, the team advises its clients in multi-jurisdictional litigations (including arbitration), in particular in patents and trademarks litigations, and in the acquisition or sale of companies or branches of activities. This work is done in close collaboration with all the Paris office teams, but also with the other Intellectual Property departments in Europe and worldwide. This international and multidisciplinary approach appears more necessary than ever considering the challenges that the economic operators are facing. It is best illustrated by our global offer related to essential patents, entitled «Standardised Technology: negotiating and litigating standard-essential patents». This initiative has been led by a dozen of partners from the firm’s Intellectual Property, Arbitration and Competition teams in various offices, such as Paris, New York, London, Beijing and Hong Kong. This offers to our clients an appropriate legal and geographical coverage. ♦



Guillaume Marchais



Emmanuelle Limouzy



Philippe Martini-Berthon



Marine Le Bihan-Journé



Laurine Fageot

## POSITIONING

Created in 2001 from the previous expertise of its founders, the boutique firm MARCHAIS & Associés is a human sized law firm entirely dedicated to advising, prosecution and litigation in the field of intellectual and industrial property law, offering to its clients a real and close partnership.

MARCHAIS & Associés now comprises 10 people including 5 lawyers, some being former Trademark Agents, and 5 experienced paralegals, with both a prosecution department and a litigation department within a single structure, creating then a real synergy for the protection and defense of the IP rights of their clients worldwide.

## BUSINESS

### Prosecution

- Clearance searches, trademark and design filing strategies worldwide, management of examination and registration proceedings and deadlines

### Legal and pre-contentious advice

- Consultations on IP rights (trademarks, designs, copyright), oppositions in France and worldwide, cease and desist letters, due diligence

### Litigation

- Trademark, patent, design and copyright infringement actions, unfair competition actions, customs actions, UDRP and other domain names proceedings
- Arbitration, mediation

### Negotiation and contracts

- Main IP related contracts (assignments, licenses, coexistence agreements) and their recordal

## CONTACTS

**Guillaume Marchais:** [guillaume.marchais@marchais.com](mailto:guillaume.marchais@marchais.com)

**Emmanuelle Limouzy:** [emmanuelle.limouzy@marchais.com](mailto:emmanuelle.limouzy@marchais.com)

**Philippe Martini-Berthon:** [philippe.martini@marchais.com](mailto:philippe.martini@marchais.com)

**Marine Le Bihan-Journé:** [marine.lebihan@marchais.com](mailto:marine.lebihan@marchais.com)

**Laurine Fageot:** [laurine.fageot@marchais.com](mailto:laurine.fageot@marchais.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**FRANCE**

**SCAN**  
A V O C A T S

 63, boulevard de Courcelles  
75008 Paris  
France  
Phone: +33 (0)1 47 64 69 85  
[www.scan-avocats.com](http://www.scan-avocats.com)  
[www.scan.law](http://www.scan.law)



**Sandra Cabanne**



**Alexandre Nappey**

## POSITIONING

Founded by **Sandra Cabanne and Alexandre Nappey**, with four associates and an office manager/paralegal, SCAN AVOCATS AARPI ('SCAN AVOCATS') is a specialist IP and IT law firm based in Paris, with branch offices in Bordeaux and Strasbourg.

SCAN Avocats' lawyers assist their clients from the protection of their intellectual property assets to the defence and valuation, on a worldwide basis, thanks to its extensive network of correspondents.

The firm represents large and medium-sized domestic and foreign clients in a broad range of industries – including transportation, insurance and pension, agro-food, luxury and jewellery, media, real estate and retail as well as innovative start-ups – before the EU Intellectual Property Office, national trademark offices, and civil and criminal courts.

SCAN AVOCATS' lawyers are well-known for their legal advice and representation on:

- Intellectual Property law, prosecution and litigation (including trademarks, designs and models, domain names, authors' rights, copyright and anti-counterfeiting);
- Information Technology and Digital law (including internet and e-commerce, data privacy and e-reputation).

The team offers a modern approach to these areas of law in the best interests of the clients. Quick reactivity is achieved through a combination of readily available technical knowledge and pragmatism.

The partners also run IP/IT law sessions with training institutes and universities (notably the Centre for International Intellectual Property Studies, the European Institute for Enterprise and Intellectual Property, the Bar school and Strasbourg University) and are coach on the National Industrial Property Institute Master Class program.

SCAN AVOCATS develops strategies and creative solutions. These enable the firm to provide bespoke legal advice to its clients allowing them to meet their business challenges with success.

SCAN AVOCATS also relies on state-of-the-art technology to work efficiently with clients. This technology includes collaboration tools, budget monitoring, an IP rights' database and reporting.

## BUSINESS

### Intellectual property law

- Trademarks, Designs and Models (prosecution and litigation)
- Authors' Rights and Copyright
- Domain names (management and disputes)
- Civil and criminal litigation & anti-counterfeiting
- Advertising and Communications Law
- Contracts
- Inventions of employees and Patents

### Communications and Information Technology & Digital Law

- Internet and E-commerce
- Data privacy
- Anti-piracy and online brand protection
- E-reputation
- IT Law and Contracts

## OFFICES

- Paris
- Bordeaux
- Strasbourg



## CONTACTS

**Sandra Cabanne:** [sandra.cabanne@scan.law](mailto:sandra.cabanne@scan.law)

**Alexandre Nappey:** [alexandre.nappey@scan.law](mailto:alexandre.nappey@scan.law)

Top Advisors Directory  
**LAW FIRMS**

Country  
**FRANCE**



**Valérie Perrichon**  
Avocats

109, boulevard Haussmann  
75008 Paris  
France  
Phone: +33 (0)1 43 12 50 60  
Fax: +33 (0)1 43 12 50 65  
[www.perrichon-avocats.fr](http://www.perrichon-avocats.fr)



**Valérie Perrichon**



**Sophie Texier-Neyrat**



**Julie Bianconi**

## POSITIONING

The firm Valérie Perrichon, whose activity is entirely devoted to intellectual property, is specialized in Trademark law, designs, company names, trade names, domain names, appellations of origin, copyrights, customs, infringement and unfair competition actions.

The firm assists clients in all stages of life of their intellectual property rights, guides and assists them for their protection, promotion and defense, both in France and abroad by providing innovative and customized solutions.

The firm that represents clients before administrative and judicial authorities, is involved in many industries such as fashion and fashion accessories, jewelry, new technologies, tourism and entertainment, consumer goods, food industry, finance, insurance, education and training...

Valérie Perrichon, exercising for almost twenty-five years, offers her clients a specialized and personalized expertise and a cross offer in council and litigation within the same structure.

The firm, attentive to the needs and expectations of its clients, guarantees each of them, whether it be SMEs or large French and international groups, reactivity, creativity, dynamism and tailored advice.

Valérie Perrichon relies on a network of foreign counsels and lawyers of high quality, built over the years.

## BUSINESS

- Trademarks
- Designs and models
- Corporate names, trade names
- Domain names
- Appellations of origin
- Copyright
- Internet law
- Unfair competition
- Prosecution and litigation

## CONTACTS

**Valérie Perrichon**, Founding partner: [valerie.perrichon@perrichon-avocats.fr](mailto:valerie.perrichon@perrichon-avocats.fr)  
**Sophie Texier-Neyrat**, Legal Counsel: [sophie.texier@perrichon-avocats.fr](mailto:sophie.texier@perrichon-avocats.fr)  
**Julie Bianconi**, Paralegal & Office Manager: [julie.bianconi@perrichon-avocats.fr](mailto:julie.bianconi@perrichon-avocats.fr)



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**GERMANY**



 Kirchenstr. 60  
81675 München  
Germany  
Phone: +49 89 80 91 28 96  
Fax: +49 89 80 91 70 17  
u.bartel@bartel.legal  
**www.bartel.legal**



**Ursula Bartel**

## POSITIONING

Ursula Bartel has extensive experience in the strategic consulting and management of both international and national brand portfolios. In addition, she is an expert on complex trademark in-fringement disputes as well as on cancellation and nullity proceedings. Ursula Bartel proceeds with tact and sensitivity, always having in mind the image of the trademarks she is responsible for. She not only advises corporations but also small and medium-sized businesses as well as start-ups. She advises her clients on a very high level and with great care, but also in a very comprehensible manner. Her clients appreciate the pleasant and straightforward way Ursula Bartel manages their trademark matters.

Prior to the founding of Bartel Legal in 2016, Ursula Bartel worked for many years with the international law firm Bird & Bird LLP, which enjoys an excellent reputation for intellectual property.

Your advantages:

- Direct contact with only one contact person
- Fast processing of your needs
- First-class legal advice
- Transparent cost structure
- Worldwide network of highly specialized trademark lawyers

## BUSINESS

- Trademarks
- Designs
- Unfair Competition Law

## CONTACTS

**Ursula Bartel**, Founding Partner: [u.bartel@bartel.legal](mailto:u.bartel@bartel.legal)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**GERMANY**



**HOFFMANN EITLE**

 Arabellastrasse 30  
81925 Munich  
Germany  
Phone: +49 89 92409-0  
Fax: +49 89 918356  
pm@HoffmannEitle.com  
[www.hoffmanneitle.com](http://www.hoffmanneitle.com)



## POSITIONING

Founded in 1892, HOFFMANN EITLE is with a workforce of more than 400, one of the largest, most well-established and most renowned intellectual property consultancy firms in Europe.

The primary objective of our firm is to provide the best possible services to our clients, by focusing on quality, efficiency, responsiveness and customization of our services.

To achieve this aim, our firm is structured around an international team of more than 100 highly qualified and experienced European representatives and attorneys-at-law, which come from more than 10 countries and work exclusively in the field of intellectual property.

With such a wealthy human capital, both in qualitative and quantitative terms, we provide one of the most complete, homogeneous, and modular services in Europe for intellectual property. In particular, we fulfill the specific needs of our clients:

In all legal and technical fields of intellectual property, in litigious as well as non-litigious proceedings.

In an unrivalled geographic area in terms of size and significance, by the countries in which our European patent attorneys have national qualifications (Germany, France, Belgium, UK, Italy, Spain, and Netherlands).

In all configurations of work (individual, collaborative, cooperative, multidisciplinary, multinational...). We have a strong franco-phone team specializing in patents.

## BUSINESS

- Patents
- Utility Models
- Trademarks
- Designs
- Copyright Law
- IP Contracts & Licenses
- Unfair Competition Law
- IP Due Diligence
- IP Litigation & Nullity Proceedings

## OFFICES

- Munich
- London
- Düsseldorf
- Hamburg
- Milan
- Madrid

## CONTACTS

**Thomas Becher**, Partner Patents: [tbecher@hoffmanneitle.com](mailto:tbecher@hoffmanneitle.com)  
**Dr. Matthias Kindler**, Partner Patents: [mkindler@hoffmanneitle.com](mailto:mkindler@hoffmanneitle.com)  
**Dr. Niels Hölder**, Partner Patent Litigation & Licensing: [nhoelder@hoffmanneitle.com](mailto:nhoelder@hoffmanneitle.com)  
**Michaela Ring**, Partner Trademarks & Designs: [mring@hoffmanneitle.com](mailto:mring@hoffmanneitle.com)

“We advise our clients to treat a conflict like you treat an asset – consider how to make the most of it by making use of ADR next to traditional means of dispute resolution.”



Interview with

**DR. ESTHER PFAFF, LL.M.**  
Counsel, **HOFFMANN EITL**

**Leaders League.** How have you seen the use of ADR in IP litigation evolve in recent years in Germany?

In recent years, ADR made headlines in legal journals and was a hot topic on many conferences. Arbitration and mediation suddenly seemed to be the number one solution to the growing complexity and international dimension of IP disputes. While ADR is still on the rise, this enthusiasm now seems to have sobered up a bit. Arbitration has not turned out to be the easy, cheap and quick solution to cross border disputes it was hailed for. Mediation is more and more frequently used by German enterprises to manage contract negotiations (facilitative mediation) or to settle a dispute (evaluated or court annexed mediation), but its potential is not yet fully exploited. In particular for commercial mediation, there is vast potential for growth. My personal ambition

is to advocate the merits of ADR as part of a sensible dispute resolution concept of a company. Not as a miracle solution but as a tool that can be extremely valuable when used right.

**What should clients know when opting for arbitration?**

The experience made by clients in the last years is that arbitration requires diligent preparation and is almost as time and cost intensive as litigation. Parties may even require more support from experienced counsels as there is no “court house decorum” that would equalize a lack of preparation or experience with ADR of one party. A thorough preparation becomes even more crucial if you consider that there is often no appeal instance and just one shot to solve a global dispute.

When well prepared, arbitration can be an excellent option for disputes that span several jurisdictions, are technically complex and business sensitive. Examples are disputes about economic terms of license agreements, profit margins etc. Especially, where the dispute has an economic dimension, such as the determination of an appropriate license fee, losses incurred etc., the use of an expert panel in an arbitration forum can be the best option.

**Where do you see further potential for mediation?**

Court annexed as well as independent mediators can be very efficient tools to save parties years of costly litigation upholding their operative business. We have seen many examples of clients

which achieved a deal with a commercial gain for both parties that would never have been possible in litigation – and that none of them expected before entering into mediation. In today’s business landscape, conflicts tend to escalate although there is potential for negotiating a business solution. Professional relationships have become impersonal, company structures and positions change permanently; there is hardly ever an established communication or trust between the parties. Companies therefore benefit greatly if the use of mediation is accepted in-house. Joint-venture agreements nowadays often nominate a mediator from the start, to ensure that a solid communication and a conciliatory mechanism is established.

**What advice would you give to your clients regarding the uncertainty linked to the unitary patent and unified patent court?**

After all those years that we have been discussing the unitary patent and the UPC, we advise our clients to stay alert but to also be aware that nothing is going to happen overnight. The main precautions, such as the opting-out mechanism etc. are nowadays understood and become relevant again once the system gets going. At the moment, we do see a certain risk that the project loses momentum entirely with the ongoing changes in European governments etc. ♦

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**GERMANY**



**KATHER · AUGENSTEIN**  
RECHTSANWÄLTE

 Georg-Glock-Straße 14  
40474 Düsseldorf  
Germany  
Phone: +49(0)211 513536-0  
Fax: +49(0)211 513536-22  
info@katheraugenstein.com  
[www.katheraugenstein.com](http://www.katheraugenstein.com)



Peter Kather

Christof Augenstein

Alexander Haertel

Miriam Kiefer

Christopher Weber

## POSITIONING

### The firm

Kather Augenstein is a specialist litigation and contentious IP team consisting of five partners and seven associates and set for further growth. They bring the experience and know-how of many years of IP litigation practice from firms such as Preu Bohlig, Linklaters and Bird & Bird to the table. Thus, they merge the best from both worlds of boutique firms and big international law firms. All lawyers have many years of expertise acting in international major cases for significant clients. Their nimble size means that they are much more flexible than many large law firms and their international network with like-minded firms gives them an international footprint. This also means that Kather Augenstein gives full attention to each and every one of their clients. This has allowed them to attract some of the largest companies in the world as clients. After only two years, the firm now represents a large share of companies in the German blue-chip share index DAX.

### Areas of practice

- A leading car manufacturer requested Kather Augenstein to defend them in a process series with a total of seven patents asserted by the opponents, a chip manufacturer. Kather Augenstein formed teams for each patent and co-ordinates with patent attorneys and IP consultants of the car manufacturer.
- Kather Augenstein is representing Ericsson in a number of patent infringement proceedings at the regional courts in Düsseldorf and Mannheim. The firm has been working with Ericsson for many years.
- Kather Augenstein is representing Boston Scientific in four different active proceedings regarding patent infringement for a clip device for causing haemostasis, closely working together with patent attorneys and the IP department of Boston Scientific.
- Kather Augenstein is representing Eppz LLC in various infringement proceedings in design law in Germany and is co-ordinating cross border proceedings.
- Kather Augenstein is representing a highly awarded German robot manufacturer in a wide-ranging battle about designs and licence agreements against a huge competitor, which also involves antitrust issues.

## BUSINESS

- Patents and utility models
- Trademarks & Designs
- Unfair competition
- Litigation-PR

## CONTACTS

**Peter Kather:** [kather@katheraugenstein.com](mailto:kather@katheraugenstein.com)

**Christof Augenstein:** [augenstein@katheraugenstein.com](mailto:augenstein@katheraugenstein.com)

**Alexander Haertel:** [haertel@katheraugenstein.com](mailto:haertel@katheraugenstein.com)

**Miriam Kiefer:** [kiefer@katheraugenstein.com](mailto:kiefer@katheraugenstein.com)

**Christopher Weber:** [weber@katheraugenstein.com](mailto:weber@katheraugenstein.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**GERMANY**

## PREU BOHLIG & PARTNER

 Leopoldstraße 11a  
80802 Munich  
Germany  
Phone: +49 (0)89 383870-0  
Fax: +49 (0)89 383870-22  
muenchen@preubohlig.de  
[www.preubohlig.de](http://www.preubohlig.de)



Peter von Czettritz



Christian Donle



Astrid Gérard



Andreas Haberl



Alexander Harguth



Axel Oldekop

### POSITIONING

Founded more than 50 years ago, Preu Bohlig belongs to the small group of the leading IP Litigation Boutiques in Germany. With offices in Munich, Düsseldorf, Berlin, Hamburg and Paris, Preu Bohlig has a team of 24 specialized IP lawyers exercising for the IP practice.

Our key strengths lie in patents, trademarks, designs, competition and pharmaceutical law. For many years, we have been providing counsel and representation in complex infringement and validity proceedings before German IP courts, the Federal Patent Court and patent offices, such as the EPO on behalf of companies acting in the energy, medical technology, engineering, chemistry, pharmaceuticals, telecommunications and semiconductor technology sectors. The efforts of Preu Bohlig are often strategically coordinated with parallel litigation outside Germany, such as France and the US. Preu Bohlig also acquired a very good standing in pharmaceutical and life science law with team members of our Munich office. We thus advise in German and European pharma law, medical product law and food supplements. This includes product launches, product design and product advertising as well as different regulatory affairs.

Preu Bohlig represents a broad variety of clients, from small start-up companies to large international enterprises. Our regular clients are renowned blue chips companies. As a tradition, we maintain close relationships with the German industry. In the past years, we counted among our clients, eleven companies of the DAX-30 and the biggest blue chip companies from the telecom industry.

Our professional expertise is evidenced by extensive trial practice and a distinguished record as lecturers and instructors, as well as by numerous publications.

### BUSINESS

- Patents and Utility Models
- Trademarks and Designs
- Pharmaceutical Law
- Competition Law
- Copyright
- Employees' Inventions Act
- Information Technology and E-Business

### OFFICES

- Munich
- Düsseldorf
- Berlin
- Hamburg
- Paris

### CONTACTS

**Peter von Czettritz:** [pcz@preubohlig.de](mailto:pcz@preubohlig.de)

**Prof. Dr. Christian Donle:** [berlin@preubohlig.de](mailto:berlin@preubohlig.de)

**Astrid Gérard, LL.M.:** [asg@preubohlig.de](mailto:asg@preubohlig.de)

**Andreas Haberl:** [aha@preubohlig.de](mailto:aha@preubohlig.de)

**Dr. Alexander Harguth:** [axh@preubohlig.de](mailto:axh@preubohlig.de)

**Dr. Axel Oldekop:** [axo@preubohlig.de](mailto:axo@preubohlig.de)



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**ARGENTINA**

 Paraguay 610 17th floor  
C1057AAH Buenos Aires  
Argentina  
Phone: + 54 11 4114-1100  
Fax: + 54 11 4311-5675  
admin@obligado.com.ar  
**www.obligado.com.ar**



**Federico Augusto Aulmann**



**Juan Martin Aulmann**

## POSITIONING

Founded in 1889, Obligado & Cia. has devoted itself actively to the protection of its clients' interests and rights for more than 120 years.

Professional integrity is our letter of introduction. Talent, creativity and determination are key factors that have developed our firm since its founding.

We are highly experienced, forward-looking, with sound knowledge in all aspects of Intellectual Property, from registration of rights and portfolio handling, to transactional IP work and complex litigation. Our teams are selected by a variety of clients, from individuals and emerging businesses to renowned multinational companies, in order to protect and enforce their most valuable IP assets.

Understanding clients' needs and providing quality services are essential in the current business world. And we know it.

Obligado & Cia. is one of the leading Intellectual Property firms in Argentina, a point of reference for Intellectual and Industrial Property rights.

Our extensive experience supports our commitment.

## BUSINESS

- Trademarks
- Patents
- Models & Designs
- Legal Department
- Internet domain names

## CONTACTS

**Federico Augusto Aulmann:** [faa@obligado.com.ar](mailto:faa@obligado.com.ar)

**Juan Martin Aulmann:** [jma@obligado.com.ar](mailto:jma@obligado.com.ar)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**ITALY**

# IP\_Law\_Galli

 Via Lamarmora 40  
20122  
Milano  
Italy  
Phone: +39 02 54123094  
Fax: +39 02 5412 4344  
[www.iplawgalli.it](http://www.iplawgalli.it)



Cesare Galli

## POSITIONING

Placed by all the international Directories at the top of the Italian legal profession, the law firm IP Law Galli was established in 2004 and it is still led by Atty. Professor Cesare Galli, Chair of Industrial Property Law in the Department of Law of the University of Parma, who has been leading with important litigation in Europe regarding all branches of IP Law, often tackling cross-border problems too. In 1999 Professor Galli obtained the first Italian final ruling on biotech patents. In 2004 the firm secured the first Italian ruling on computer-implemented invention patents, and between 2005 and 2018 obtained key decisions on the protection of pharmaceutical patents, renowned trademarks and designs in relation to which some of the highest assessment of damages ever made in Italy were issued.

IP Law Galli was established as a law office “of excellence” highly specialised in the IP sector and characterised by the keen distinguishing mark of the founder, Atty. Professor Cesare Galli, and by a market-oriented approach that aims to enhance the procedural instruments in order to reach positive results as quickly as possible. The Law Firm firmly preserves this attitude without neglecting the importance of highly professional and knowledgeable lawyers who team up with the leader with shared goals and methods and proceed in a mainly international context but at the same time they demonstrate a deep rootedness in the most significant areas of the Italian economic life.

## BUSINESS

- Patents
- Trademarks
- Design
- Domain names
- Appellation of origin
- Unfair Competition
- Copyright
- Restricted information
- Web forgery
- Advertising & Marketing
- Life Sciences
- New Plant Variety
- Antitrust Law
- Contracts
- Business Law

## CONTACTS

Cesare Galli: [galli.mi@iplawgalli.it](mailto:galli.mi@iplawgalli.it)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**ITALY**

**Legance**  
AVVOCATI ASSOCIATI

 00187 - Via di San Nicola da  
Tolentino, 67  
Rome  
Italy  
Phone: 0039 06 93 18 271  
Fax: 0039 06 931 827 403  
[www.legance.com](http://www.legance.com)



Paolo Marzano

## POSITIONING

Legance is an independent Italian law firm with expert, active and result-oriented lawyers, and a strong team spirit that has permitted a flexible and effective organisational model that, through departments active in all practice areas of business law, shows the right balance between the specialist and the lawyer as a global counsel. With more than 200 lawyers, Legance is the point of reference for many important banking, financial and industrial Italian and foreign groups, offering renowned expertise and global services, also in specialist practice areas.

The work teams, which consist of professionals having wide knowledge acquired in different transactions, are structured to guarantee tailored assistance to each client throughout the entire project life cycle, involving, when required, the specialist expertise of other Legance teams.

Thanks to its attention to client service Legance is a point of reference for major Italian and foreign industrial and financial groups, providing global services in most practice areas.

The close relationships with leading independent law firms throughout the world ensure that Legance can provide to our clients legal services on international transactions of the highest standard in terms of quality and efficiency.

## BUSINESS

The advice on intellectual property matters that Legance's lawyers provide includes the following:

- advice in the preliminary stages regarding the most suitable registration strategy, based on the client's needs
- drafting of contractual agreements required for the exploitation of intellectual and industrial property rights of any kind
- drafting of legal opinions on any aspect of intellectual and industrial property
- advice on bringing and defending legal proceedings in Italy and abroad, in relation to any intellectual or industrial property right

## CONTACTS

Paolo Marzano: [pmarzano@legance.it](mailto:pmarzano@legance.it)



# “What will come out of the ongoing discussions in Brussels will surely change the current legal landscape”



D.R.

Interview with

**PAOLO MARZANO**  
Partner, **LEGANCE**

**Leaders League.** What's the latest on the EU-backed Digital Single Market?

**P. M.** The attention is currently on the so called Copyright Directive. The key topic is probably that of the value gap. I hope the European Union will be able to adopt a new legislation which will foster the position of right holders. The debate is very interesting and it is taking place in a period in which the position of the so called social media seems to enter into a deep transformation phase, as the 'privacy debate' surrounding Facebook evidences.

**How have your clients' needs evolved in recent years?**

More and more attention to the role of the Internet, with no doubts; what ever the market in which you client operates (fashion, industrial design,

food, entertainment), the ability of a brand to 'stay and play' on the web is now crucial. And this brings in a panoply of ip-related issues.

**Traditionally IP lawyers worked for specialized niche law firms. How would you define your work in a full-service law firm?**

IP is no longer a niche area, it is so pervasive that the range of clients focusing on it is immense. Leading the IP team in a top full-service lawfirm like Legance turins out to be complex, but extraordinatrily challenging. You must be able to deliver a solution to a wide spectrum of problems emerging everyday. I am not sure that a niche firm would be able to do the same...

**Could you tell us more about your track record and the type of clients you represent?**

Thank to my knowledge of international and, in particular, US copyright laws, I often deal with multijurisdictional cases involving foreign clients: book publishers, videogame and motion pictures producers are among the clients which I assist. The activities brought forward with the International Trademark Association (INTA) in the field of industrial design is also giving me the opportunity to work for foreign clients and, more generally, in the context of the fashion industry acting on international markets. Challenging work, but amazingly interesting. When we assisted, in 2016, Shiseido in negotiating a worldwide cosmetic license with

the Dolce & Gabbana, we had to deal with almost all forms of intellectual property rights, on multiple markets. Again, difficult, but incredibly dynamic.

**Brief us on a significant case you took part in recently.**

Can I offer you two cases, rather than one? We have recently been requested to support the motion picture industry involved in a major copyright case pending before the European Court of Justice; it deals with the applicability of the private copying legislation in the case of online remote video recording services. Once issued, this holding will form a supranational rule, along with the US Cablevision and Aero cases, which will strongly influence the behavior of the audiovisual online business models. At the same time, we're assisting a major US company in developing the online transmissions of a wide variety of TV broadcasts, motion pictures and TV series. All evidences of what I was referring to above: the landscape is rapidly evolving and the business models which ensure the production and dissemination of works of authorship vary constantly.

**Just what is it that makes a good IP lawyer?**

In a rapidly evolving situation, be always ready to question your opinions and never stop learning. The moment you say 'I know this', you risk to be wrong. ♦

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**ITALY**

**LGV**

LGV AVVOCATI SULLICINA LAVAGNINI LUIGI GOGLIA & PARTNERS

 Via Privata Cesare Battisti, 2  
20122 Milan  
Italy  
Phone: +39 02 5406971  
Fax: +39 02 54069730  
info@lgvavvocati.it  
**www. lgvavvocati.it**



**Luigi Goglia**



**Simona Lavagnini**

## POSITIONING

LGV Avvocati is an independent law firm founded in 2003 in Milan (Italy). LGV specialises in IP (patent, copyright, trademark, competition), IT, privacy & cybersecurity, advertising and business law and has a large client base, both domestic and foreign. The firm has acquired considerable wide-ranging legal experience, principally in respect of innovative business ventures, ranging from litigation to out-of-court advice, and lobbying. LGV values a dynamic and international professional team environment and has a broad experience in dealing with transborder issues, involving Europe, USA and Asian countries, with a business desk dealing with Germany and other German-speaking countries. In litigation LGV offers an unrivalled competence, acquired over the years in relation to enforcement programmes concerning both national and international profiles.

## BUSINESS

- Intellectual Property, Media and Entertainment
- IT, Internet and E-commerce
- Privacy & Cybersecurity
- Corporate and Business
- Advertising
- Competition and Antitrust
- Litigation and Arbitration
- German Desk

## CONTACTS

**Luigi Goglia:** [l.goglia@lgvavvocati.it](mailto:l.goglia@lgvavvocati.it)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**ITALY**

## LOMBARDI SEGNI E ASSOCIATI STUDIO LEGALE

 Via Andegari, 4/A 20121  
Milan  
Italy  
Phone : +39 02 896221  
info@lsalaw.it  
**www.lsalaw.it**



**Renato Bocca**



**Manuela Soligo**



**Valentina Bonomo**

### **POSITIONING**

The Firm advises its clients – including some of the largest and most important Italian big companies and private equity funds, as well as international companies, in the field of, *inter alia*, fashion, design, pharmaceutical, energy and telecommunication on the protection of their intellectual property rights both in court and contractually.

The Firm's professionals specialized in intellectual property law advise mainly in connection with litigation related to the protection of patents, trademarks, confidential information, design rights, copyrights and unfair competition; they also handle the negotiation of any agreements in IP matters (such as license and sponsorship agreement) and provide support in connection with extraordinary transactions relating to companies owning large portfolios of patents, designs and trademarks.

Litigation on trademarks and licenses represents, according to clients, the cornerstone of the practice... Clients praise the professionals: «excellent staff, always on top of events», states a client, «they are capable of building strong arguments on facts.»

### **BUSINESS**

- Litigation and Arbitration
- Corporate M&A – Private Equity
- Insolvency & Restructuring
- Capital Markets
- Energy & Infrastructure
- Public Law
- Banking & Finance
- Real Estate
- Intellectual Property
- Family Governance

### **CONTACTS**

**Renato Bocca**, Partner: [R.Bocca@lsalaw.it](mailto:R.Bocca@lsalaw.it)

**Manuela Soligo**, Partner: [M.Soligo@lsalaw.it](mailto:M.Soligo@lsalaw.it)

**Valentina Bonomo**, Senior Associate: [V.Bonomo@lsalaw.it](mailto:V.Bonomo@lsalaw.it)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**ITALY**



**MASCHIETTO  
MAGGIORE  
BESSEGHINI**



Via Vivaio 6  
20122 Milan  
Italy  
Phone: +39 02 87 239 400  
Fax: +39 02 87 239 439  
info@mmllex.it  
**www.mmllex.it**



**Massimo Maggiore**



**Aurelio Assenza**

## **POSITIONING**

The digital economy is essentially based on binary logics. We are here to add a third dimension to that thinking.

Our law firm was established in 2007 as a boutique with the ambition of covering a vast array of practice areas of interest for business clients. Yes, a vast array but not anything. We decided to use two golden rules: first, follow your passions. The founding partners have put their interests from outside the legal business at the centre of their idea of a law-firm and decided they should seek to assist primarily businesses that operate in those areas of interest; second, be holistic. We believe lawyers' added value lays in the ability to look at matters from as many visual angles as possible. The time of chinese walls between legal issues seems to be fading away. The Internet has dissolved the idea of boundaries and dramatized the concept of interdependence. This holds very true for legal issues.

Our IP and IT department, with this in mind, has developed skills and expertise in all legal areas that are of relevance for advice in the fields of Intellectual Property and Information Technology. The department, headed by Massimo Maggiore, currently counts two partners and four associates and regularly advices on matters that constantly intersect IP and IT, and namely competition law, data protection, contract law, consumer laws. We are also well established litigators in our fields of practice and assist companies both before courts of law and independent administrative bodies, such as the competition authority, the data protection authority or the telecommunication authority.

The industrial sectors that we assist with IP law matters include food, electronic goods, publishing, biotechnology, toys, web marketing, motion picture and entertainment. Our work in IT Law is mainly focused on cloud computing, social lending platforms, behavioural advertising solution providers, software integration, e-commerce.

## **BUSINESS**

- Litigation & arbitration
- Personality rights
- Personal data protection
- Environmental energy
- Natural resources
- Administrative law
- Antitrust & competition law
- Commercial contracts
- Insolvency law
- Mergers & acquisitions private equity
- IT & new media
- Intellectual property
- Real estate
- Health & Safety



## **CONTACTS**

**Massimo Maggiore**, Partner: [massimo.maggiore@mmllex.it](mailto:massimo.maggiore@mmllex.it)  
**Aurelio Assenza**, Partner: [aurelio.assenza@mmllex.it](mailto:aurelio.assenza@mmllex.it)

Top Advisors Directory  
**LAW FIRMS**

Country  
**ITALY**

**ORSINGER ORTU**  
avvocati associati

Via Privata Fratelli Gabba, 3  
20121 Milan  
Italy  
Phone: +39 02 89075050  
Fax: +39 02 62086008  
[www.orsinger.com](http://www.orsinger.com)



Matteo Orsinger



Fabrizio Sanna



Marco Consonni



Domenico Colella

## POSITIONING

Orsingher Ortu - Avvocati Associati is an independent law firm which specializes in complex transactions, advisory work and litigation notably in the fields of intellectual property, new media & information technology, corporate & finance, antitrust, competition & trade and labour laws. Our partners have all developed their professional skills in prominent international law firms and have brought those skills to a tailored, client-focused structure. Our intellectual property, new media & information technology group has a specific focus on the TMT- related industries and is highly committed in partnering with individuals and businesses to enhance:

### • creative intellectual works

such as works of literature, music, figurative art, architecture, cinematography, photography and new media, as well as software, databases and designs, all of which are protected by copyright law. Industrial products can also be protected by national and Community exclusive rights in designs if registered, and by unregistered Community exclusive rights in designs (for a shorter time).

### • proprietary information

Technical know-how - Proprietary information includes know-how that resolves a technical problem in a new way; it can be protected as a patent, as a utility model or by exclusive rights over secret information.

Business know-how - Marketing information applied to the pursuit of business is one type of information in this category that can be protected as secret information and through competition law.

Personal data of customers, potential customers and employees - The use of the personal data of third parties collected by a business is governed by the provisions of the Data Protection Code, which sets the limits to data processing and the forms permitted.

### • competitive positioning tools

Trademarks - All of the distinctive signs of a business, including registered and de facto trademarks, the name or trade name, the firm, signs, domain names, and the packaging and forms of the products are protected against passing off and unwarranted copying by competitors.

Company style - All elements used in crafting the identity of a business in the marketplace including advertising campaigns, slogans, signage, the interior design of sales outlets and marketing strategies are protected individually and as a whole by the provisions of the Industrial Property Code and competition law.

Promotional tools - Web sites and their domain names are protected by the provisions of the Industrial Property Code and competition law. Advertising campaigns, sponsorships, home shopping and prize competitions are regulated and in some cases protected by special rules.

## BUSINESS

- E-commerce Internet & New Media
- Publishing
- Industrial Design
- Gaming
- Engineering
- Media & Entertainment
- Pharmaceuticals, Life sciences & Biotech
- Luxury & Fashion
- Advertising & Promotions
- Software & Cloud- deployed services
- Technology telecommunications

## CONTACTS

**Matteo Orsinger:** [matteo.orsinger@orsinger.com](mailto:matteo.orsinger@orsinger.com)

**Fabrizio Sanna:** [fabrizio.sanna@orsinger.com](mailto:fabrizio.sanna@orsinger.com)

**Marco Consonni:** [marco.consonni@orsinger.com](mailto:marco.consonni@orsinger.com)

**Domenico Colella:** [domenico.coella@orsinger.com](mailto:domenico.coella@orsinger.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**ITALY**

# SPHERIENS

 Piazza Libertà 13, Viale Don  
Minzoni 1, 50129 Firenze  
Italy  
Phone: +39 055 263 381  
Fax: +39 055 263 3800  
[www.spheriens.com](http://www.spheriens.com)



**Pier Luigi Roncaglia**

**Gabriele Lazzeretti**

**Carloalberto Giovannetti**

**Lorenzo Litta**

**Francesco Rossi**

## POSITIONING

We are a close-knit team of attorneys and professionals with a strong passion for intellectual property as well as a longstanding experience in this field. We are driven by a commitment to provide our clients with the highest quality of service to best protect and enhance the value of their intellectual property assets.

Previously known as Siblegal, our group has chosen a new name and image to better communicate our vision and corporate identity.

It is our belief that solutions must be tailor-made for each client's needs and that various areas of expertise and a variety of approaches are key to determining the best legal strategies. For this reason, we specialize in all areas of intellectual property, and work with equal dedication and expertise in civil, criminal, administrative, customs, extrajudicial and contractual ambits.

Our approach to all cases is global and interdisciplinary. When called for, we use unconventional and creative solutions, sometimes pursuing new avenues in intellectual property.

Though it is our job to analyze all aspects of a case, we believe that our advice to clients must always be clear and to the point. We strive to work pragmatically and cost-effectively while never losing our broader vision.

We know that every client has unique business needs and objectives. To best serve our clients, we need to think as they do and never stop learning from them. Understanding each client's history, day-to-day activity and vision for the future is essential to promoting and protecting its interests and priorities.

We privilege simplicity and clarity.

Our reach is international to fully support our clients in meeting the challenges of the global marketplace.

At Spheriens we provide legal assistance in all areas of intellectual property law as well as in all fields relevant to the protection of intangible assets, with a particular focus on fashion and luxury goods.

## CONTACTS

**Pier Luigi Roncaglia:** [pierluigi.roncaglia@spheriens.com](mailto:pierluigi.roncaglia@spheriens.com)

**Gabriele Lazzeretti:** [gabriele.lazzeretti@spheriens.com](mailto:gabriele.lazzeretti@spheriens.com)

**Carloalberto Giovannetti:** [carloalberto.giovannetti@spheriens.com](mailto:carloalberto.giovannetti@spheriens.com)

**Lorenzo Litta:** [lorenzo.litta@spheriens.com](mailto:lorenzo.litta@spheriens.com)

**Francesco Rossi:** [francesco.rossi@spheriens.com](mailto:francesco.rossi@spheriens.com)

## BUSINESS

- Intellectual property and patents
- Data protection
- Unfair competition
- Trademarks
- Fashion Law

## OFFICES

### • Florence

Piazza Libertà 13 | Viale Don  
Minzoni 1, 50129 Firenze

### • Rome

Palazzo Besso - Largo di Torre  
Argentina, 11 00186 Roma


### • Milan

Via Vincenzo Monti 11, 20123  
Milano

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**LUXEMBOURG**

 **BONN STEICHEN & PARTNERS**  
LUXEMBOURG LAW FIRM

 2, rue Peternelchen  
Immeuble C2  
L-2370 Howald  
Luxembourg  
Phone: +352 26025 1  
Fax: +352 26025 999  
[www.bsp.lu](http://www.bsp.lu)



Anne Morel

Fabio Trevisan

## POSITIONING

### Intellectual property and general commercial

Aware of the increasing stakes that intellectual property (IP) rights represent in the current economic and social development, BSP can count on the most experienced specialists in this domain to provide our clients the most effective advice. We enforce and defend intellectual property rights, draft and negotiate commercial and out-sourcing agreements, Internet and e-commerce contracts.

At Bonn Steichen & Partners, we draw upon the legal expertise of our commercial law team to support and provide companies and businesses from all sectors top-quality commercial law advice.

Our lawyers assist with an integrated approach multinational and domestic companies in large scale project as well as in the day-to-day activity.

## BUSINESS

- Our expertise covers every aspect of IP and general commercial law and we advise clients on:
- Intellectual property registering and protection
  - trademarks
  - patents
  - industrial design
  - copyrights
  - software
  - domain name
  - brand image
  - licensing
  - franchising
- Information technology;
- Communication and media;
- Antitrust and competition law;
- Internet and e-commerce;
- Construction and engineering contracts;
- Commercial agreements (sale and purchase contracts, distribution, agency and franchising agreements, manufacturing contracts, service agreements and outsourcing, general terms and conditions and so forth)
- Gambling and social gaming law;
- Dispute resolution.

## CONTACTS

**Anne Morel:** [amorel@bsp.lu](mailto:amorel@bsp.lu)

**Fabio Trevisan:** [ftrevisan@bsp.lu](mailto:ftrevisan@bsp.lu)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**LUXEMBOURG**

**dcl** avocats / Luxembourg

 9, avenue Jean-Pierre Pescatore  
L-2324 Luxembourg  
Phone: +352 26 00 11 1  
Fax: +352 27 12 51 81  
[www.dclavocats.eu](http://www.dclavocats.eu)



**Nadine Cambonie**



**Dorothée Ciolino**



**Guy Perrot**



**Emilie Macchi**



**Pauline Walter**



**Vincent Alleno**

## POSITIONING

DCL Avocats is an independent business law firm which gathers lawyers, all committed to entrepreneurship and willing to build a long-lasting relationship with their clients in the long-run.

Availability, reliability and outstanding service are the milestones of DCL Avocats, each partner having a close relationship with his/her clients.

All with a long-standing experience and coming from different practices and backgrounds, the partners of DCL Avocats are able to grasp the issues taken in their global context in order to meet the needs of their clients.

DCL Avocats is able to assist the enterprise all along its life in its investment and restructuring strategic choices, its day-to-day issues or in the context of conflict management.

DCL Avocats' partners are sensitive to the various risks met by the business and, as such, are committed to find hands-on and pragmatic solutions to their issues by bringing the right mix of social skills, professional experience and social insight.

We are members of :

- l'Association Luxembourgeoise des Juristes de Banque (ALJB)
- la Chambre Française de Commerce et d'Industrie de Luxembourg (CFCI)
- l'Institut Luxembourgeois des Administrateurs (ILA).

## BUSINESS

- IP/IT
- Protection of intellectual rights
- Management of trademarks and domain name protection
- Management of artistic property protection
- Information technologies
- Implementation of websites (general terms and conditions, legal notice)
- Development agreements and software licence agreements
- Protection and management of databases
- Protection of private life of the employees (IT Charter)
- Protection and management of personal data
- Infringement procedures – Seizure by customs
- E-Payment
- M-Payment

## CONTACTS

**Nadine Cambonie:** [cambonie@dclavocats.com](mailto:cambonie@dclavocats.com)

**Dorothée Ciolino:** [ciolino@dclavocats.com](mailto:ciolino@dclavocats.com)

**Guy Perrot:** [perrot@dclavocats.com](mailto:perrot@dclavocats.com)

**Emilie Macchi:** [macchi@dclavocats.com](mailto:macchi@dclavocats.com)

**Pauline Walter:** [walter@dclavocats.com](mailto:walter@dclavocats.com)

**Vincent Alleno:** [alleno@dclavocats.com](mailto:alleno@dclavocats.com)



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**MEXICO**



 Av. Paseo de la Reforma 300,  
Piso 17,  
Col. Juárez, Del. Cuauhtémoc,  
06600, Mexico City  
Phone: +52 (55) 4161-0852  
Fax: +52 (55) 4161-0800  
[www.axkati.mx](http://www.axkati.mx)



Luis Alcaraz



Rosa María Franco



Martín M. Pereyra



Manuel Augusto Pérez



Eduardo Toledo

## POSITIONING

In a complex and fast-moving business world, our clients need customized legal services. AXKATI is a Mexican boutique law firm with a team of attorneys who share the purpose of providing practical and creative legal advice.

Goal-driven, hands-on, proactive, responsive, energetic — We provide top-notch legal services without compromising on cost-effectiveness.

Matters entrusted to us will be directly handled by our partners. Our scope is global, and thus we can attend to our clients in English, Spanish or French.

## BUSINESS

- Intellectual Property
- Privacy and Data Protection

## CONTACTS

**Luis Alcaraz:** [Lalcaraz@Axkati.mx](mailto:Lalcaraz@Axkati.mx)

**Rosa María Franco:** [Rfranco@Axkati.mx](mailto:Rfranco@Axkati.mx)

**Martín M. Pereyra:** [Mpereyra@Axkati.mx](mailto:Mpereyra@Axkati.mx)

**Manuel Augusto Pérez:** [Mperez@Axkati.mx](mailto:Mperez@Axkati.mx)

**Eduardo Toledo:** [Etoledo@Axkati.mx](mailto:Etoledo@Axkati.mx)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**MEXICO**



 Paseo de los Tamarindos No.  
400-A, Piso 9  
Col. Bosques de las Lomas 05120,  
Mexico, D.F.  
Phone: +(52 55) 5261 0400  
Fax: +(52 55) 5261 0496  
basham@basham.com.mx

[www.basham.com](http://www.basham.com)



Jose Hinojosa



Martin Michaus



Eduardo Kleinberg



Adolfo Athie



Claudio Ulloa



Jorge Vega

## POSITIONING

Basham, Ringe y Correa is a full service law firm with strong presence in Latin America. Basham established in Mexico in 1912, has more than 100 years of experience assisting clients in doing business throughout Mexico and abroad.

The firm's large group of lawyers and support staff are committed to maintain the highest professional and ethical standards. In addition, Basham's lawyers actively participate in worldwide associations, as well as in international transactions. This in turn improves the firm's growing capacity to serve its clients by constantly adjusting to the dynamics of the global business environment for over a century.

The firm's clients include financial institutions, individuals, medium-sized companies and prominent international corporations, such as the The Coca-Cola Company, The Walt Disney Company, Diageo, Old Navy, GAP, Dreamworks, America Movil, Kia Motors, Sherwin Williams, Goodyear Tiger, Crossfit, among others.

The intellectual property practice group of Basham is one of the largest and most important in Mexico and is dedicated to the protection of some of the world's most famous trademarks, patents and copyright.

The firm provides legal assistance in connection with patents, industrial models and designs, trademarks and names, slogans, copyright, and all other related legal matters.

The firm's IP services are very broad and encompass all aspects including developing strategies, advising on tax issues, carrying out civil, administrative and criminal litigation, and developing measures to protect IP rights and prevent piracy.

We operate in the Spanish, English, French, German, Portuguese and Chinese languages.

## BUSINESS

- Industrial Secrets
- Trademarks and Copyright
- Litigation and Licensing
- Industrial Creations
- Franchising
- Patents
- Information Technologies

## OFFICES

- Leon
- Mexico city
- Monterrey
- Querétaro

## CONTACTS

**Jose Hinojosa:** [hinojosa@basham.com.mx](mailto:hinojosa@basham.com.mx)

**Martin Michaus:** [mmichaus@basham.com.mx](mailto:mmichaus@basham.com.mx)

**Eduardo Kleinberg:** [kleinberg@basham.com.mx](mailto:kleinberg@basham.com.mx)

**Adolfo Athie:** [aathie@basham.com.mx](mailto:aathie@basham.com.mx)

**Claudio Ulloa:** [culloa@basham.com.mx](mailto:culloa@basham.com.mx)

**Jorge Vega:** [vega@basham.com.mx](mailto:vega@basham.com.mx)

 @bashamlegal

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**MEXICO**

**BGBG**  
- ABOGADOS -

 Agustín Manuel Chávez 1 - 001  
Col. Centro de Ciudad Santa Fe  
Mexico, D.F. 01210  
Mexico  
Phone: +52 555 292 5232  
info@bgbg.mx

**www.bgbg.mx**  
**www.bgbg.es**



**Carlos A.  
Bello-Hernandez**



**Federico De Palacio-  
Ruiz Cabañas**



**Hector E. Guzman-Rodriguez**



**Juan F. Bonequi**



**Noe Pascacio-Montijo**



**Lilia Aguilar**



**Miguel Gallardo-Guerra**



**Juan Carlos Tejado**



**Rolando Guevara  
Martínez**

## POSITIONING

Established in 2001, the firm Bello, Gallardo, Bonequi y García, S.C. (BGBG) has become a significant player in the Mexican legal market, meeting the growing need for specialised legal counselling. The versatility of its members allows BGBG to offer personalised services in each of its areas of practice. Professionalism, quality services and a results-driven culture distinguish BGBG from other major law firms in Mexico. A real global expertise, hands-on experience and an excellent academic background constitute the main assets of its members.

## OFFICES

- Avenida de Europa 29 - 1º  
Madrid 28020  
Spain  
Phone: +34 91 192 00 17  
info@bgbg.mx
- Mexico
- Spain

## BUSINESS

- Data Protection/Information Society
- TMT (Telecoms, Media & Technology)
- Intellectual Property
- Litigation/Dispute Resolution
- Banking & Finance
- Corporate/M&A
- Energy and Infrastructure
- Government Procurement
- Insurance/Reinsurance
- Real State & Venture Capital
- Compliance

## CONTACTS

**Intellectual Property / Lilia Aguilar:** [laguilar@bgbg.mx](mailto:laguilar@bgbg.mx)  
**Telecoms, Media, & Technology, M&A. / Carlos A. Bello-Hernandez:** [cbello@bgbg.mx](mailto:cbello@bgbg.mx)  
**Telecoms, Media, & Technology / Rolando Guevara:** [rguevara@bgbg.mx](mailto:rguevara@bgbg.mx)  
**Dispute Resolution, Litigation / Juan F. Bonequi:** [fbonequi@bgbg.mx](mailto:fbonequi@bgbg.mx)  
**Corporate, M&A / Federico De Palacio-Ruiz Cabañas:** [fdepalacio@bgbg.mx](mailto:fdepalacio@bgbg.mx)  
**Banking & Finance, Capital Markets, Compliance, Insurance / Miguel Gallardo-Guerra:** [mgallardo@bgbg.mx](mailto:mgallardo@bgbg.mx)  
**Data Protection, Information Society / Hector E. Guzman-Rodriguez:** [hgzman@bgbg.mx](mailto:hgzman@bgbg.mx)  
**Energy and Infrastructure, Compliance / Noe Pascacio-Montijo:** [npascacio@bgbg.mx](mailto:npascacio@bgbg.mx)  
**Real Estate & Venture Capital, Compliance / Juan Carlos Tejado:** [jctejado@bgbg.mx](mailto:jctejado@bgbg.mx)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**MEXICO**

lexel  
A B O G A D O S

 Cerrada Monte Líbano 16,  
Lomas de Chapultepec V Secc,  
11000 Col. Lomas de Cha-  
pultepec  
Mexico  
Phone: (52-55) 5245-1701  
[www.lexel.mx](http://www.lexel.mx)



Jesus Martínez Iglesias



Genaro Fernandez

## POSITIONING

Lexel Abogados was founded in Mexico City in 2006.

We strive to give our clientes personalized service, and are driven by a strong sense of ethics and professionalism. For this reason, our members are carefully selected and trained to be responsive to our clients' needs.

Lexel is a boutique size firm. Our nimble structure and organization allows us to respond efficiently and quickly to each client's problems and needs, regardless of time zone.

We look after our clients' interests as if they were our own. This philosophy has helped us develop long-lasting relationships with our clients.

## BUSINESS

### Entertainment

- Copyright
- Productions
- Licensing and Distribution
- Music
- Use of Image

### Corporate

- Corporate Management
- Foreign Investment
- Corporate Governance
- Reestructures

### Data Protection

- Privacy Audits
- Cross Border Data Transfer
- Privacy Policies
- Internal Control Measures

## CONTACTS

Jesus Martínez Iglesias: [jmartinez@lexel.mx](mailto:jmartinez@lexel.mx)

Genaro Fernandez: [gfernandez@lexel.mx](mailto:gfernandez@lexel.mx)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**MEXICO**



 M. Lerdo de Tejada, número 1,  
Col. Guadalupe Inn.  
México, D.F. 01020  
Phone: (55) 6395 9011 / 9012  
/ 9013

[www.lexinf.com](http://www.lexinf.com)



**Alfredo Reyes Krafft**



**Cynthia Solís**

## POSITIONING

We are a team of lawyers and consultants, passionate about new technologies, with a fresh mentality and a new way of doing things. We love to find the way projects can see the light and do not know the phrase «can not».

Our professional trajectory within Lex Informática is very diverse and complementary, whether in the private sector, the government, transnational corporations or national and international offices, we have the necessary ingredients to attend to our clients with professionalism, experience and a touch of avant-garde.

At Lex Informática, we can guarantee to our clients, a personalized attention, customized projects and above all, to make things happen. We commit ourselves to the objectives of our clients.

At Lex Informática we are specialists in the subjects that touch the intangible assets and the application of law in the computer environment. We offer real protection in the digital environment. For example, we can help you in matters such as: Intellectual Property (Registration of trademarks and patents, copyright, litigation, etc.), personal data protection, means of payment, electronic signature, legal aspects of digital marketing, computer crime, software licensing, and fashion law, among others.

## BUSINESS

- e-Business
- Intellectual property
- Personal data protection
- Trademark registration
- Information security

## CONTACTS

**Alfredo Reyes Krafft:** [a.reyes@lexinf.com](mailto:a.reyes@lexinf.com)

**Cynthia Solís, Partner:** [cynsol@lexinf.com](mailto:cynsol@lexinf.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**MEXICO**



 Blvd. Adolfo López Mateos  
#2009, Piso 9, Int. 931B  
Col. Los Alpes, Delegación  
Álvaro Obregón  
CP 01010. Ciudad de México  
Phone: 55 4774-0597  
[www.lexinformatica.com](http://www.lexinformatica.com)



**Joel Gómez**

## POSITIONING

Lex Informática Consultores is recognized as a leading boutique law firm specialized in IT law, e-business and data protection. His founding partner is devoted to the fields of intellectual property and information technology law since 1996. Our members have served as country counsels, legal managers and CPO's of American and British companies in Mexico.

We provide services to quite large national and international companies in the following sectors: manufacture, pharmaceutical, public health system, tourism, aviation, automotive, banking and finance, insurance, cybersecurity, software and information technology. Also, we have amongst our clients entrepreneurs and industry associations.

As one of the Mexican most prominent digital intellectual property law firms, we have earned a reputation for recovering several domain names through the UDRP and other dispute resolution mechanisms.

Lex Informática provides strategic counseling and legal support to clients facing complex legal challenges posed by the rapid pace of technological progress. We are known for crafting innovative legal solutions and developing precedent-setting legal strategies to protect our clients' interests.

We consistently deliver the highest standards of quality legal services for the best possible outcomes.

Under the leadership of Mr. Joel Gómez, this law firm rapidly became a driving force in internet and data privacy law.

Throughout our history, we have played a central role in developing IT and data privacy law in the country. Our lawyers are also law professors, international speakers, and key opinion leaders in their fields.

## BUSINESS

- Intellectual Property
- Data Protection
- Internet law
- IT Law


## CONTACTS

**Joel Gómez:** [joelgomez@lexinformatica.com](mailto:joelgomez@lexinformatica.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**MEXICO**



 Oficinas Halley No. 21, Colonia Anzures, Delegación Miguel Hidalgo, C.P. 11590, Ciudad de México

Phone: + 52 55 5280 2789 /  
+ 52 55 5280 2794

[info@riosabogados.com](mailto:info@riosabogados.com)

[www.riosabogados.com](http://www.riosabogados.com)



**Agustín Ríos**

**Fátima Cambroneró**

**Jessica Mayorga**

## POSITIONING

RIOS Abogados is a Boutique law firm specialized in IT Law, privacy and data protection, intellectual property, corporate law, industrial property, copyright and litigation; committed to fully satisfy the legal needs of its customers.

We have managed to consolidate ourselves as one of the leading boutique law firms in the Mexican market, providing a quick and effective response to solve our client's needs, offering current, effective and practical solutions for the development of their business.

## BUSINESS

- IT Law
- Internet
- Data Protection
- Privacy
- Industrial Property and Intellectual Property
- E-commerce
- Domain Name
- Corporate Law
- Civil and Commercial Law
- Administrative Law
- Litigation

## CONTACTS

**Agustín Ríos:** [arios@riosabogados.com](mailto:arios@riosabogados.com)

**Fátima Cambroneró:** [fcambroneró@riosabogados.com](mailto:fcambroneró@riosabogados.com)

**Jessica Mayorga:** [jmayorga@riosabogados.com](mailto:jmayorga@riosabogados.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**MEXICO**



 Hamburgo 260  
Col. Juárez  
C.P. 06600, Mexico City  
Mexico  
Phone: + 52 55 5533 5060  
Fax: + 52 55 5208 8387  
mailbox@uhthoff.com.mx

[www.uhthoff.com.mx](http://www.uhthoff.com.mx)



**Mario Ponce W**



**Javier Uthhoff-Orive**



**Ignacio Dominguez-Torrado**

## POSITIONING

uhthoff remains as leader of the Intellectual Property forum in Mexico. The firm's vision is to be the most prestigious and recognized law firm with global reach. Its mission is to provide quality services in business law with the highest standard of ethics and values.

The firm was founded in 1905 and since has been filing, maintaining and enforcing patents, trademarks and other mechanisms designed for IP protection. Now also providing legal counsel in the corporate, business, sports, entertainment and regulatory areas of law the firm collaborates with its clients not only in the acquisition and preservation of their intellectual property rights but also in the defense and enforcement of those rights through IP litigation, anti-counterfeiting and enforcement actions, customs seizures and border measures, thus handling all types of legal actions related to the protection of IP rights before administrative and judicial authorities. Comprised by 11 partners and 60 associates, the firm has expanded its core IP practice to cover more services with the intention of providing an integral service to clients; in short, the firm handles the A to Z of Intellectual Property but is also involved in other legal areas.

## OFFICES

- Mexico City

## BUSINESS

- Anti-Counterfeit and Enforcement
- Biotech and Pharma
- Consumer Protection
- Copyrights
- Corporate
- Domain Names
- Environmental Law
- Media and Entertainment Law
- Foreign Trade and Customs
- Franchises
- Health Law
- Information Technology
- Licensing
- Litigation
- Patents
- Personal Data Protection
- Plant Breeder's Rights
- Regulatory
- Sports Law
- Trademarks

## CONTACTS

**Mario Ponce:** [mponce@uhthoff.com.mx](mailto:mponce@uhthoff.com.mx)

**Javier Uthhoff Orive:** [j.uhthoff@uhthoff.com.mx](mailto:j.uhthoff@uhthoff.com.mx)

**Ignacio Dominguez - Torrado:** [ignacio@uhthoff.com.mx](mailto:ignacio@uhthoff.com.mx)



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**



 Av. El Polo 401 of 610  
Lima 33  
Perú  
Phone: +511 713 9960  
Fax: +511 718 4000  
contacto@barlaw.com.pe  
[www.barlaw.com.pe](http://www.barlaw.com.pe)



**Adriana Barrera**



**María Inés Herrera**

## POSITIONING

**BARLAW** arises from the experience gained by its members in activities related to the protection of Intellectual Property of national and foreign clients, as well as the field work carried out in application of legal measures against product piracy and counterfeiting, which its founding members have performed for 20 years. This experience is embodied in a broad knowledge of protection and defense of Intellectual Property in Peru, and also of the legal procedures that this specialty requires before different public entities. Professionals in **BARLAW** provide legal advice and defense that meet the highest quality standards, with a personalized approach in an opportune and efficient manner, acting coordinately with the design, implementation and execution of strategies that allow our clients to maintain an efficient management of issues related to Intellectual Property in business.

Intellectual Property practice is performed altogether with corporate affairs required by our clients, which include commercial contracts, incorporation of companies and its internal regulation, legal management and other affairs of commercial nature that are connected to corporate matters, and therefore, take part in the permanent practice of **BARLAW**.

## BUSINESS

- Trademarks
- Copyrights
- Patents
- Anti Piracy
- Anti Counterfeiting
- Enforcement
- Internet
- E-commerce and domain names
- Data Protection
- Sanitary and Regulatory registration

## CONTACTS

**Adriana Barrera:** [abarrera@barlaw.com.pe](mailto:abarrera@barlaw.com.pe)

**María Inés Herrera:** [mherrera@barlaw.com.pe](mailto:mherrera@barlaw.com.pe)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**



 Av. Angamos Oeste 1200  
Lima 18  
Perú  
Phone: (511) 221-5715 | 221-5720  
mail@barredamoller.com  
[www.barredamoller.com](http://www.barredamoller.com)



**Alfredo Barreda**

**Fernando Barreda**

**Micaela Mujica**

**Marcela Escobar**

**Carlos Auza**

## **POSITIONING**

Barreda Moller is a first class law firm in Latin America. Our organization has consolidated solid prestige exercising law with ethics and academic rigor. We assure total satisfaction to our clients and the highest level possible in our law practice. We can fulfill all kinds of legal needs for Peruvian and foreign clients. Our firm has reached an outstanding level due to the professional efficiency of its members, making us highly competitive in the market.

Our business partners and associates participate actively in Peruvian and international institutions of Intellectual Property such as INTA, AIPPI, AIPLA, LES, IACC, ECTA, PTMG, MARQUES, FICPI and ASIPI.

Two of our partners were appointed presidents of ASIPI, as well as of the Peruvian chapter of AIPPI and LES. Our associates have also held positions of secretaries and treasurers in national and international associations.

Our firm was established in 1940 and has grown over the last seven decades into the leading Peruvian IP law firm. We remain committed to a philosophy of professional, cost-effective representation and quality service. We provide personalized, partner-level attention to our clients with resources, expertise and staff support to advice on a wide range of intellectual property matters. The Firm's partners are veteran practitioners in the region.

## **BUSINESS**

- Trademarks, trade names and slogans
- Patents, utility models and industrial designs
- Copyright
- Litigation
- Unfair competition and violations
- Licenses
- Consumer rights
- Sanitary regulation

## **CONTACTS**

**Alfredo Barreda:** [mail@barredamoller.com](mailto:mail@barredamoller.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**



 Av. Circunvalación del Club Golf  
los incas 154,  
Oficina 302, Santiago de Surco,  
Lima  
Perú  
Phone: +511 321 2626  
ipmail@brdaabogados.com  
**www.brdaabogados.com**



**Jose Barreda**



**Gonzalo Barreda**



**Gisella Barreda**

## POSITIONING

BRDA abogados is an intellectual property law firm incorporated by attorneys and engineers, all specialized in intellectual property law, currently recognized for giving their clients a specialized and personalized service of highest quality.

By combining the experience obtained from several generations of leading intellectual property attorneys as well as a long professional experience in leading intellectual property firms with the dynamism required by the current clients, our firm is proud to offer an efficient service, worrying not only in proposing the best legal strategy, but also in giving the immediate response that businesses nowadays require.

## BUSINESS

- Patents
- Utility models
- Industrial designs
- Patents utility models and industrial designs litigation
- Trademarks
- Copyrights
- Domain names
- Unfair competition
- Corporate law
- Advertising
- Litigation

## CONTACTS

**José Barreda:** [ipmail@brdaabogados.com](mailto:ipmail@brdaabogados.com)

**Gonzalo Barreda:** [ipmail@brdaabogados.com](mailto:ipmail@brdaabogados.com)

**Gisella Barreda:** [ipmail@brdaabogados.com](mailto:ipmail@brdaabogados.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**

## Clarke, Modet & C° PERÚ

 Av. Conquistadores 1136 Of.  
304, Lima 27  
Perú  
Phone: +51 14 612 073  
info@clarkemodet.com.pe  
[www.clarkemodet.com](http://www.clarkemodet.com)



Alavaro Arias



Ana Teresa Barreto



Claude Garcia



José Marquis



César Prieto



Jimena Ugarte

### POSITIONING

Clarke, Modet & C° is one of the largest groups specialized in Intellectual Property in Spanish and Portuguese speaking countries, founded in Spain in 1879.

It was created as a company to manage patents and perform Intellectual Property services. Our walls are plastered in framed Industrial Property journals from the USPTO, some of which have changed the face of the industry since the 19th century. We have some real gems, such as Edison's light bulb and Goodyear's tire.

Since the 1960s, the company has made a bid for expanding internationally by opening subsidiaries in Venezuela, Brazil, Argentina, Portugal and Mexico. Thirty years on, this start-up was completed with openings in Colombia, Chile, Peru and Uruguay, as well as, of course, the new territorial offices which we keep opening in each of the countries where we are present.

Our current presence in the world covers a total of 10 countries with more than 450 professional experts working from our 34 offices, together with a network of carefully selected agents across the world.

Clarke, Modet & C° Peru is operating in Lima since 2002 and relies on a qualified and multidisciplinary team composed of lawyers, chemists, engineers and expert industrial property agents working together to offer a wide range of Intellectual Property services. We also render comprehensive innovation consultancy to provide tailored value-added services to our clients.

The key to our success is constant adaptation to the present and knowing how to anticipate market needs, which has always allowed us to offer ad-hoc customized solutions to accompany our clients throughout the life cycle of their IP rights.

### BUSINESS

- Trademarks and Copyright
- Patents
- Industrial designs
- Plant Varieties
- Know-how and trade secrets
- Litigation
- Enforcement and Anti-Counterfeiting
- IP Contracts and Negotiation
- Unfair competition
- Domain names disputes
- Technology and Strategic Consultancy

### CONTACTS

Ana Teresa Barreto: [abarreto@clarkemodet.com.pe](mailto:abarreto@clarkemodet.com.pe)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**



**Espinosa Bellido**  
ABOGADOS

 Paseo de la República 3832 Of.  
701 - Lima 27  
Perú  
Phone: (511) 421 8164  
Fax: (511) 441 2696  
info@espinosabellido.com  
[www.espinosabellido.com](http://www.espinosabellido.com)



Francisco Espinosa Bellido



Francisco Espinosa Reboa



Carolina Martinez Hoepelman



Ana Cecilia Sotelo



Piere Abanto

## POSITIONING

With an experience of more than 75 years providing IP counseling to local and international clients, the main assets of our legal practice are our deep specialization as a key for our competitive development, and the personal dedication of all partners and attorneys to each of our clients and cases, no matter its size. We pride in our direct and personal involvement in our client's matters, and in that sense we relate more to a law "workshop" than to a law "factory". The added value provided by partners getting personally and effectively involved in clients issues is complemented by the experience, professionalism and expertise of the team, which is composed of professionals with youth but also with years of experience and expertise in the areas they manage.

We have seen an increase in the needs of our clients whom initially needed assistance in the trademark filings and representation in litigation in the early 1940s to the new conditions required by the current status of the protection

of inventions, new technologies and digital culture, taking into account the complex dynamics of global business and high end technology that currently exist and determine the needs of our customers.

We specialize in strategy and counseling, registration and litigation of trademarks, trade names and slogans, appellations of origin, domain names, patents, utility models, industrial designs, copyrights, unfair competition, consumer protection, advertising and other areas relevant or related to IP.

## BUSINESS

- Trademarks
- Patents
- Copyrights
- Modifications to the registry and licenses
- Unfair Competition
- Litigation
- Advertising
- Consumers Law

## CONTACTS

**Francisco Espinosa Reboa:** [fespinosar@espinosabellido.com](mailto:fespinosar@espinosabellido.com)


**Carolina Martinez Hoepelman:** [cmartinez@espinosabellido.com](mailto:cmartinez@espinosabellido.com)

**Piere Abanto:** [legal@espinosabellido.com](mailto:legal@espinosabellido.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**



 Las Begonias 475, 6to piso,  
San Isidro  
Peru  
Phone: + 51 1 6117000  
Fax: + 51 1 6117010  
[www.munizlaw.com](http://www.munizlaw.com)



**Marta**  
Fernández Pepper



**Maritza**  
Reátegui Valdiviezo



**Piero**  
Calderón Oliva



**Bruno**  
Merchor Valderrama

## POSITIONING

Our firm, funded in August 1981, has become the greatest full-service law firm of Peru. We work aiming to develop a solid commitment and a long-term relationship with our clients, which allows us to become identified with their business objectives and offer the necessary professional support, coupled with experience, creativity and common sense. Thanks to this approach, our Firm has successfully built up an important list of clients, including leading members of the international business community in the industrial, bank, finance, commercial, software, tobacco, pharmaceutical, cosmetic, apparels, food and beverage, oil, mining, electricity and other fields.

Our Intellectual Property Area is one of the main practice groups of the firm. The Muñiz IP team with 4 partners, 6 associates, 2 in-house pharmaceutical chemists, 1 in-house industrial engineer and 4 paralegals, led by Ms Marta Fernandez-Pepper, is one of the most solid practice IP groups in Peru and it is very well prepared to assist clients of any industry in any matter regarding IP issues and, be a part of a general practice law firm allow us to render a complete legal advice to our clients when their requirement involved other legal areas, such as unfair competition, antitrust, criminal law, corporate law, taxation and administrative law, among others.

## BUSINESS

### Trademarks

- Availability searches and opinions
- Filing and prosecution of trademarks worldwide
- Trademark litigation
- Trademark surveillance
- Trademark enforcement

### Domain names

- Domain names protection and enforcement

### Patents

- Drafting, filing and prosecution of patent applications worldwide
- Designs and utility models
- Patent, designs and utility models litigation
- Validity and freedom-to-operate opinions
- Patent searches
- Patent surveillance
- Patent enforcement
- Technology transfer
- Plant varieties

### Copyrights

- Software protection and enforcement
- Copyright protection and enforcement
- Copyright litigation

### Life Sciences

- Biotechnology
- Health Laws
- Data protection of pharmaceutical products
- Sanitary registration for a wide range of products, including food and beverages, cosmetics, pharmaceutical products, medical and similar equipment, sanitary and household hygiene products, agrochemical products, veterinary products, disinfectants, etc.
- Sanitary regulation litigation
- Sanitary registration portfolio auditing
- Hosting for sanitary registrations

### Others

- Contracts
- Evaluation of IP rights
- IP due diligence
- Sanitary regulation due diligence
- Licensing and franchising
- Trade secrets and protection of confidential information
- IP management and strategic counseling
- Customs procedures

## CONTACTS

**Marta Fernández-Pepper**, Senior Partner, Head of the Intellectual Property Area, Director of the Trademarks Department: [martaf@munizlaw.com](mailto:martaf@munizlaw.com)

**Maritza Reátegui-Valdiviezo**, Senior Partner, Director of the Sanitary Regulation Department: [mreategui@munizlaw.com](mailto:mreategui@munizlaw.com)

**Piero Calderón-Oliva**, Partner, Director of the Copyrights, Anti-piracy and Anti-counterfeiting Department: [pcalderon@munizlaw.com](mailto:pcalderon@munizlaw.com).

**Bruno Mérchor-Valderrama**, Partner, Director of the Patents Department: [bmerchor@munizlaw.com](mailto:bmerchor@munizlaw.com)

Top Advisors Directory  
**LAW FIRMS**

Country  
**PERU**



Las Begonias 475, 6to piso,  
San Isidro  
Peru  
Phone: + 51 1 6117000  
Fax: + 51 1 6117010  
[www.munizlaw.com](http://www.munizlaw.com)



**Pierino Stucchi**



**José Antonio Bezada**

## **POSITIONING**

Muñiz, Ramirez, Perez Taiman & Olaya was founded in 1981. Our team is composed of highly specialized experts in the different fields of the law who are thoroughly familiar with the economic sectors in which they work, thus making our legal services fit perfectly our clients' interests and business strategies.

### **Mission**

Offer high quality, timely services at competitive prices. Due to the combination of these three factors, our clients are greatly satisfied with the counseling we provide, which in turn allows us to build a long-lasting relationship.

### **Vision**

Continue playing a leading role in the legal market, both in Peru and Latin America, by taking preventive action and thoroughly understanding the business of each client, which allows us to provide added value services.

Our firm's data protection department, headed by Pierino Stucchi, a senior partner, is composed of lawyers with sound knowledge of and extensive experience in telecommunications, information technology, communications, mass media (TV, radio, movies, etc.), e-commerce, Internet and personal data protection (privacy). Our counseling focuses on obtaining the regulatory authorizations required to operate (if required) and providing strategic advice to prevent and mitigate regulatory risks related to the media, information technology, communications, including the digital field. We also provide comprehensive advice on privacy law compliance, including due diligence reports and advice during the authority's enforcement procedures.

## **BUSINESS**

- IT, Internet and E-commerce
- Data Protection
- Start-ups
- Fintech
- Crowdfunding
- TMT

## **CONTACTS**

**Pierino Stucchi**, Senior partner and Head of data protection: [pstucchi@munizlaw.com](mailto:pstucchi@munizlaw.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**



 Av. Reducto 1534, Miraflores  
Lima 18  
Peru  
Phone: (+511) 241 45 45  
k@kresaljaip.com  
[www.kresaljaip.com](http://www.kresaljaip.com)



**Baldo Kresalja**



**Rosa María Kresalja**



**Marcela Robles**

## POSITIONING

We are well-known professionals in matters of defense and protection of the Intellectual Property thanks to our trajectory. We know the economic and business reality of the market, which allows us to offer the best alternatives and strategies to protect your investments.

Our team is formed by professional leaders in the field of defense of Intellectual Property with more than 45 years of experience.

We are recognized for our active editorial production on issues of legal doctrine. Our lawyers have been trained professionally in Intellectual Property regulatory organizations.

We are members of various national and international organizations related to Competition Law and Intellectual Property (INTA, ASIPI, APPI, among others).

Due to our trajectory in the defense of IP rights, we act as a hub for companies at a regional and global level.

## BUSINESS

- IP Strategy
- Patents
- Utility Models
- Industrial Designs
- Trademarks
- Copyrights - Author Rights
- Enforcement
- IP Litigation
- Antitrust/Competition
- Advertising
- Consumers Law
- Food and Beverages Labeling
- Data protection
- Domain Names
- Contracts and agreements
- Corporate Law
- Litigation

## CONTACTS

**Baldo Kresalja:** [k@kresaljaip.com](mailto:k@kresaljaip.com)

**Rosa María Kresalja:** [ruzika@kresaljaip.com](mailto:ruzika@kresaljaip.com)

**Marcela Robles:** [mrobles@kresaljaip.com](mailto:mrobles@kresaljaip.com)



 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**



 Av. Primavera 517  
San Borja 15037  
Peru  
Phone: +511 711 0001  
contacto@myplegal.com  
**www.mylegal.com**



**Oscar Montezuma**



**José Miguel Porto**

## POSITIONING

Montezuma and Porto is a leading telecommunications, media and technology boutique law firm. The firm combines a personalized client experience along with in-depth knowledge, sophistication and experience in regulatory, corporate and commercial matters in its areas of expertise. The firm is ranked as a leading law firm by diverse legal publications; its partners, José Miguel Porto and Oscar Montezuma, have been recognized as top practitioners in their expertise areas, and its privacy and cybersecurity practice has been acknowledged as the leading practice in the market including gap-analysis and implementation of data protection legal framework, privacy by design assessments, data breach advice, support in data governance and big data and compliance audits. The firm's clients range from multinational companies to emerging start-ups developing industry- leading technologies.

The firm has extensive national and cross-border experience dealing with major telecom, IT and technology related transactions; including, advice in the procurement of infrastructure, hardware, software, devices and services; for the development, integration, testing, implementation and training of new systems; software customizations, configurations and installation; hosting and portal agreements; built to suit, tower sale-leaseback and collocation agreements, sharing arrangements, roaming agreements, outsourcing agreements, among others.

The firm provides support to its clients achieving regulatory strategies by combining legal, political insights and policy expertise through deep knowledge and understanding of the digital ecosystem, the legal framework and its key stakeholders. Montezuma and Porto has developed a unique start-up and venture capital practice rendering legal advice to start-ups from incorporation through investments rounds, growth and exit. The firm has also assisted telecom carriers in mergers, acquisitions and financing transactions.

## BUSINESS

- Telecommunications
- Technology Transactions
- Public Policy and Regulation
- Startups and Venture Capital
- Entertainment and Media

## CONTACTS

**Oscar Montezuma**, Regulatory and Policy: [omontezuma@myplegal.com](mailto:omontezuma@myplegal.com)  
**José Miguel Porto**, Corporate and Commercial: [jporto@myplegal.com](mailto:jporto@myplegal.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**



 Alcanfores 142, Office 705 - Business Center OFISTOWER  
Lima 18 – Peru  
Phone: (51-1) 4800-200 (ext. 101)  
jps@pacon-schiantarelli.com  
[www.pacon-schiantarelli.com](http://www.pacon-schiantarelli.com)



Juan Pablo Schiantarelli



Ana Maria Pacón

## POSITIONING

### Unity is our strength

We are an alliance established in July 2013 that combines deep knowledge and expertise in the fields of intellectual property, unfair competition, advertising, consumer protection, data protection, IT law, among other related fields.

SCHIANTARELLI, former member of the Peruvian Competition and Intellectual Property Office (INDECOPI), is a locally renowned lawyer that, without neglecting the academical side of law, emphasizes its everyday practice providing practical and deep advice to national and international clients.

PACON is an academic and international consultant of wide experience on intellectual property law that has held important positions in government and international organizations.

As lawyers with also a strong background in the public sector, as well as in the academic field, we have an important legal expertise and experience focused on protecting the intellectual creations of our clients, to administer, monitor and protect them, as well as to give support in enforcement matters.

As part of our representative portfolio, we support important international and national clients, like Société Des Produits Nestlé, Kimberly-Clark, Allianz, Telefonica (Movistar), Ebel International, Intercorp Group, among others.

### Our philosophy is simple

Provide a high quality service to meet the needs of our clients. Our experience both in the public and private sectors, in local and international levels, our established international alliances and our academia experience, allow us to offer our clients a comprehensive service, with the central goal of their human and economic success.

## BUSINESS

- Patent Litigation
- Patent Prosecution
- Trademark Litigation
- Trademark Prosecution
- Data Protection
- Telecoms
- Media Law
- Life Sciences
- Fashion & Design law

## CONTACTS

Juan Pablo Schiantarelli: [jps@pacon-schiantarelli.com](mailto:jps@pacon-schiantarelli.com)  
Ana Maria Pacón: [ampacon@pacon-schiantarelli.com](mailto:ampacon@pacon-schiantarelli.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**PERU**

**Rodríguez García**

 Avenida Arequipa 2450  
Oficina 505  
Lince - Lima  
Perú  
Phone: + 51 993338795  
administracion@rodriguezgarcia.pe  
[www.rodriguezgarcia.pe](http://www.rodriguezgarcia.pe)



**Gustavo Rodriguez**

## POSITIONING

In Rodríguez García we specialize in market and intellectual property issues. We are a boutique firm dedicated to serving your needs in all competition, market controversies and intellectual property matters.

The benefit of our service is based in our result-oriented approach and a deep understanding of market and corporate needs.

Our approach is oriented to the prevention of contingencies, the active defense of the interests of our clients and the generation of added value.

In Rodríguez García we are interested in transforming attributes into advantages. Our vocation is clear: to be strategic partners that achieve tangible results.

## BUSINESS

- IP Litigation
- Trademark prosecution
- Oppositions
- Infringements
- Advertising Law
- Competition
- Consumer protection
- Compliance - Market Regulation
- Fashion Law and Entertainment

## CONTACTS

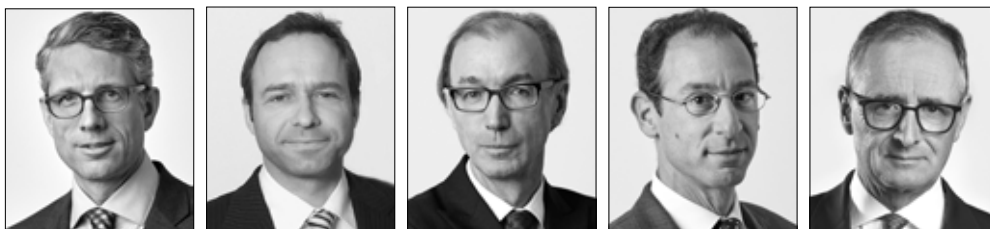
**Gustavo Rodriguez**, founding partner: [grodriguez@rodriguezgarcia.pe](mailto:grodriguez@rodriguezgarcia.pe)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**SWITZERLAND**



 Brandschenkestrasse 24  
CH-8027 Zurich  
Switzerland  
Phone: +41 58 450 80 00  
Fax: +41 58 450 80 01  
[www.lenzstaehelin.com](http://www.lenzstaehelin.com)



**Thierry Calame**

**Lukas Morscher**

**Jürg Simon**

**Daniel Tunik**

**Guy Vermeil**

## POSITIONING

While Lenz & Staehelin is acknowledged by most as Switzerland's leading law firm, its connections and expertise span the globe. With over 200 lawyers, its ability to innovate and adapt to the ever-changing complexities of legal and regulatory environments in Switzerland and beyond, has attracted many of the world's top corporations as well as private individuals.

Continuity, stability and a pragmatic understanding of the big picture have all played a significant part in the firm's development and success - and in its ability to attract the best young talent. Swiss-orientated but globally attuned, Lenz & Staehelin is rightly recognized in Switzerland and abroad as 'The world's Swiss law firm'.

Lenz & Staehelin's Intellectual Property group is renowned for its longstanding practice and excellent track record in every field of intellectual property (patent law, trademark and design law, and copyright law), including related areas such as unfair competition. We offer full services in trademark and design prosecution, represent clients in IP litigation (before the Swiss Federal Supreme Court, the Federal Patent Court, the Federal Administrative Court and cantonal courts across the country), and in IP-related international arbitration. In addition, we advise on complex commercial transactions such as licensing, franchising, joint ventures, R&D cooperations, all kind of technology transfer issues, and IP due diligence in M&A matters.

Our TMT and Outsourcing practice is closely linked to the firm's Corporate and M&A, Intellectual Property and Competition groups. Transactional expertise and legal know-how in protecting and enforcing IP rights is crucial for advising our clients on technology and business sourcing and the creation, allocation and exploitation of property rights in the relevant industries. Our expertise is aimed at advising, negotiating and implementing transactional structures and practical solutions that effectively address our clients' goals.

## BUSINESS

- Banking and Finance
- Commercial and Contracts
- Competition
- Corporate and M&A
- Employment, Pensions and Immigration
- Insolvency and Restructuring
- Intellectual Property
- Investigations
- Litigation and Arbitration
- Private Clients
- Real Estate
- Tax
- Technology Media Telecoms (TMT) and Outsourcing

## OFFICES

- Geneva
- Zürich
- Lausanne

## CONTACTS

**Thierry Calame**, Co-Head of Intellectual Property, Zurich: [thierry.calame@lenzstaehelin.com](mailto:thierry.calame@lenzstaehelin.com)  
**Lukas Morscher**, Head of TMT and Outsourcing, Zurich: [lukas.morscher@lenzstaehelin.com](mailto:lukas.morscher@lenzstaehelin.com)  
**Jürg Simon**, Co-Head of Intellectual Property, Zurich: [juerg.simon@lenzstaehelin.com](mailto:juerg.simon@lenzstaehelin.com)  
**Daniel Tunik**, Head of Intellectual Property, Geneva: [daniel.tunik@lenzstaehelin.com](mailto:daniel.tunik@lenzstaehelin.com)  
**Guy Vermeil**, Head of TMT and Outsourcing, Geneva: [guy.vermeil@lenzstaehelin.com](mailto:guy.vermeil@lenzstaehelin.com)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**SWITZERLAND**

# NIEDERER KRAFT FREY

 Bahnhofstrasse 53  
CH-8001 Zurich  
Switzerland  
Phone: +41 58 800 8000  
Fax: +41 58 800 8080  
nkf@nkf.ch  
[www.nkf.ch](http://www.nkf.ch)



**Nicolas Birkhäuser**



**Clara-Ann Gordon**



**András Gurovits**

## POSITIONING

Established in 1936, law firm Niederer Kraft Frey has a proven track record of leading excellence and innovation in Swiss law. With a strong domestic and international client base in Switzerland, together with an established reputation for efficient collaboration with international law firms, NKF continues to build on its history of quality, commercial pragmatism and innovation.

In the legal industry, we are one of the few recognised “solution providers” in the fields of Technology. We do not only provide legal solutions for our clients but, being knowledgeable of the Technology market, we are also a recognised point of contact for business and complex project-related matters during project implementation phases. Years of practical experience and a global network of recognised specialists enable us to offer our clients holistic and comprehensive advice on both domestic and international projects.

We advise numerous companies from various industries concerning the definition and implementation of national and global strategies for the protection and defence of intellectual assets. Our experts on intellectual property law provide advice, conduct due diligence audits and represent Swiss and foreign companies in contentious and non-contentious proceedings. Our extensive experience and long-standing commitment with regard to all aspects and current developments of intellectual property law enable us to prepare efficient and practical solutions that are optimally tailored to the specific requirements and the business strategy of our clients.

## BUSINESS

- Antitrust/Competition
- Banking & Finance
- Capital Markets
- Commercial
- Corporate/M&A
- Dispute Resolution
- Intellectual Property
- Private Clients
- Real Estate
- Social Security and Pensions
- Sports Law
- Tax
- Technology/Outsourcing, Data Protection
- White Collar Defense and Investigations

## CONTACTS

**Nicolas Birkhäuser**, Partner: [nicolas.birkhaeuser@nkf.ch](mailto:nicolas.birkhaeuser@nkf.ch)

**Clara-Ann Gordon**, Partner: [clara-ann.gordon@nkf.ch](mailto:clara-ann.gordon@nkf.ch)

**Dr. András Gurovits**, Partner: [andras.gurovits@nkf.ch](mailto:andras.gurovits@nkf.ch)

 Top Advisors Directory  
**LAW FIRMS**

 Country  
**TURKEY**

# DERIS<sup>TR</sup>

 Inebolu Sokak, No. 5, Deris Patent Building, Kabatas/Setüstü, 34427 Istanbul / Turkey  
Phone : +90 212 252 6122 23  
Fax: +90 212 293 7676  
deris@deris.com.tr

[www.deris-legal.com](http://www.deris-legal.com)

[www.deris.com](http://www.deris.com)



**Mehmet Nazım Aydın Deris**  
Founding Partner/Senior Counsel



**Nükhet Serra Coral**  
Managing Partner



**Emre Kerim Yardımcı**  
Managing Partner



**Okan Can**  
Partner

## POSITIONING

Deris, since 1912, has been one-stop shop for IP services with one of the largest and internationally regarded IP prosecution and advisory team in Turkey.

The firm has been a pioneer in shaping the IP landscape by obtaining the precedent decisions and participating the preparation of the IP legislation upon the invitation of the legislative bodies. Deris provides a wide spectrum of high-quality services that are essential for securing, maintaining and enforcing IP rights.

The firm's services and counseling are supported by the trademark attorneys and technical experts, who are national and European patent attorneys, under a unique service approach combining long-standing enforcement experience with prosecution-technical expertise. The firm's goal is to secure enforceable IP rights in the market so that they can be transformed into sustainable commercial values.

Today, Deris consists of two legal entities: Deris Patents & Trademarks Agency A.S., which counsels, files, prosecutes, registers and manages IP rights worldwide; and Deris Attorney-At-Law Partnership, which provides legal counseling in contentious and non-contentious matters and representation for litigation before IP, civil and commercial courts.

The Team consists of 25 attorneys at law and 27 registered trademark and patent attorneys and 6 European Patent attorneys. With the administrative and support staff in the trademark, search, design patent, patent and litigation departments, the firm has more than 80 employees.

### Areas of practice

Deris Attorney-At-Law Partnership is specialized to exclusively handle IP, IT and media-related cases for contentious or non-contentious matters. The partnership has an agile and cost-conscious approach in pragmatically combining and coordinating a tailor-made solution in complex matters consisting of developing IP awareness and enforcement strategies, conducting investigations on counterfeits and evaluating their results, preparing and organizing the seizure before Customs against counterfeit goods, serving cease and desist letters for prevention of infringing acts, conducting negotiations for settlement agreement and instituting civil and criminal court action.

Deris also has a very strong patent litigation team led by its founding partner Aydın Deris, working in cooperation with the in-house Turkish, European and US patent attorneys of the prosecution firm. Besides being highly active in litigation, the Deris team also implements alternative dispute resolution policies before or during litigation. In this respect, the team is in contact with the World Intellectual Property Organization (WIPO) Alternative Dispute Resolution Centre and actively participates in arbitration and mediation training. Kerim Yardımcı has been appointed as a panelist and arbitrator before WIPO for Uniform Domain Name Dispute Resolution Policy matters. Okan Can and two other members of the team have been appointed as chartered mediators before the Ministry of Justice in Turkey.

Deris provides services such as drafting, preparing, filing and prosecuting of the application of industrial property rights in Turkey and through the firm's top-level worldwide collaborators.

## BUSINESS

- Intellectual Property
- Patent Litigation
- Trademark Litigation
- Trademark & Patent Prosecution
- Anti-Counterfeiting
- IP & IT Transactions
- IP Due Diligence
- Technology Licensing
- Copyright and Anti Piracy
- Unfair Competition
- Trade Secrets
- Protection of Plant Breeder's Rights
- Personal Data Protection
- Media & Entertainment Law
- Consumer Law
- IT Law
- Reputation Management

## CONTACTS

**Emre Kerim Yardımcı:** [kerim.yardimci@deris.com](mailto:kerim.yardimci@deris.com)

Top Advisors Directory  
**LAW FIRMS**

Country  
**URUGUAY**



Luis A. de Herrera 1248 / Piso 2, Of. 258  
C.P.:11300, Montevideo Uruguay  
Phone: +598 2622 9990  
Fax: +598 2622 9990 int. 223  
cervierimonsuarez@cmlawyers.com.uy  
[www.cervierimonsuarez.com](http://www.cervierimonsuarez.com)



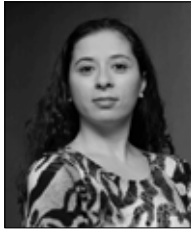
Virginia Cervieri



Pablo Monsuárez



Natalia Paladino



Anabel Frachia



Mark Teuten

## POSITIONING

According to its objectives of providing an efficient, safe and personalized attention, Cervieri Monsuárez & Associates is constantly growing. The firm's approach is based not only on the efficiency and safety of our work, but also on its reliability.

The firm's mission is to offer its clients a service providing the right solutions according to their needs, creating bonds with the customers, providing them with integral and personalized counseling.

Currently, the regional firm counts with offices in Uruguay, Paraguay, Bolivia and Free Trade Zone, offering services of the highest quality in the areas of Intellectual Property, Notarial, Litigation, Online Monitoring, Regulatory, Labor, Contracts and Franchises, Personality and Image Rights, International Business and International Training.

Being efficient, constantly updated, and giving security in each one of said areas, is an essential aspect of its work. The fusion between its mission and the objectives makes the firm be the best choice to provide the correct solution.

Four offices, three countries and one solution.

## BUSINESS

### Intellectual property

- Industrial property
- Brands
- Patents
- Copyright
- Image rights
- Right to be Forgotten
- Optimization of digital identity on the Internet
- Model contracts
- Advice and defense of intellectual assets
- Licensing and assignments of patents

## CONTACTS

**Dr. Virginia Cervieri – Senior Partner**  
**Dr. Pablo Monsuárez – Senior Partner**  
**Dr. Natalia Paladino – Partner**  
**Dr. Anabel Frachia – Partner**  
**Dr. Mark Teuten – Associated**

INTERNATIONAL  
*Legal Alliance Summit*  
 &  
 AWARDS

28<sup>TH</sup>  
 JUNE  
 2018

11<sup>TH</sup> EDITION

NEW YORK CITY

**500+ GENERAL COUNSEL, IP DIRECTORS  
 AND TOP CORPORATE & IP/IT LAW FIRMS  
 FROM OVER 45 COUNTRIES  
 GATHERED IN NEW YORK**



**CONFERENCES**

- 14 panels of interactive round tables
- 60+ international experts



**INTERNATIONAL LEGAL  
 & GENERAL COUNSEL AWARDS**

- Networking seated Lunch & Dinner
- Rewarding the most outstanding legal departments



**ONE TO ONE MEETINGS**

- Schedule your business meetings
- Meet potential referrals & clients



**INTERNATIONAL  
 LAW FIRM AWARDS**

- Gala Dinner
- Worldwide Competition: USA, Canada, Latin America, Europe and Asia

[www.ilasummit.com](http://www.ilasummit.com)

INFORMATION & REGISTRATION: Justine Testard - [jtestard@leadersleague.com](mailto:jtestard@leadersleague.com) - +33 (0)1 45 02 25 88



**ORDER ALL OF OUR GUIDES ON**  
[eshop.leadersleague.com](http://eshop.leadersleague.com)



**LEADERS LEAGUE**



# INFINANCE

— COME TO CELEBRATE —

## THE 10<sup>TH</sup> ANNIVERSARY

OF THE 1<sup>ST</sup> FINANCIAL COMMUNITY IN LUXEMBOURG

SAVE THE DATE - NOVEMBER 22<sup>ND</sup>, 2018



EXPERTS'  
CONFERENCES



300 PROFESSIONALS  
EXPECTED



A GREAT AWARDS'  
CEREMONY

[WWW.GALA.INFINANCE.LU](http://WWW.GALA.INFINANCE.LU)



**The laws related to  
specialist industries  
demand one thing.  
A specialist lawyer.**

---

---

LENZ & STAEHELIN

**The world's Swiss law firm**

[www.lenzstaelin.com](http://www.lenzstaelin.com)