



Intellectual Property and Technology

A QUICK LOOK AT OUR TEAM

Your Key Issues

Regardless of the sector, intellectual property law, new technologies and protection of personal data present major challenges for every business and industry.

In a constantly changing and rapidly globalizing environment, it is necessary to not only have technical skill, but also to anticipate complex issues and problems related to intellectual property, technology and data. In this context, thanks to our experience, we can assist in all aspects of IP & T law from the creation of intellectual property rights to their execution and defense, through to the development of a digital strategy (Big Data, connected objects), the optimization of business tools (cloud computing, e- and m-commerce) and the setting up of new technologies for communication and data management (telemedicine).

Our Practice Areas

HOW WE CAN HELP

Our team will help you find the operational solutions that meet your needs:

Technology

Advising on, drafting and negotiating contracts in several technology-related areas:

- Digital transformation intelligence, big data
- Running e-commerce, marketing, and ERP platforms
- Implementing e-payment, fraud management, order management, and IT service management, cloud, internet of things, artificial Solutions
- Outsourcing of IT infrastructure, business processes, helpdesk, and SOC
- Licensing, maintenance, third-party application maintenance
- Extensive business-line and industry experience: retail, luxury goods, healthcare, technology, aeronautics, and manufacturing

Industrial and Commercial Contracts – Business Law

- Supply chain organization, sourcing strategies, distribution and digital transformation of operations
- Advising on supplier/provider and client/distributor/consumer relations
- Drafting and negotiating contracts for the purchase/provision of goods/services, sourcing, strategic partnerships, distribution/franchise/commission/agency and B2C sales
- E-commerce
- Marketing, advertising, sales promotion
- Extensive business-line and industry experience: e-commerce, retail, FMCG logistics, luxury goods, technology, aeronautics
- 150 lawyers specialized in industrial and commercial contracts and business law in Europe, the Middle East, the Americas, Asia, and Australia

Data Protection and Governance

- Help with your company's digital transformation.
- Support while you develop new products and services to incorporate data privacy by design (connected smart objects, artificial intelligence, data lakes, big data, telemedicine platforms, etc.) and privacy-impact analyses.
- Management of the data retention, security policy.
- Setting up cybersecurity programs (security by design), advising on what kind of notice to provide, asset protection, and risk analysis.
- Data management as part of compliance programs: whistleblowing, e-discovery, know your client, government investigations, internal investigations:
- Pre-acquisition compliance audits for companies being bought or sold and investment funds.
- Evaluation of GDPR programs to guarantee their continuity, language, and the update of binding corporate rules.
- Advice on personal data issues in the healthcare field (clinical trials, drug safety, cosmetics safety).
- Preparation of and assistance with government audits, assistance with drafting replies to requests from data subjects to exercise their rights.

Telecommunications

Strategic projects in the telecommunications industry and the telecoms/media convergence, and advising on telecoms regulations:

- Communications services
- Contracts regarding satellites and undersea cables
- Infrastructure sharing
- Contracts regarding telecommunications towers and data centers
- MVNO implementation
- Network and interconnection licenses
- Frequency management
- Mobile money
- Pricing
- Import/export

Intellectual Property

- Recognized expertise in intellectual property law, including trademarks, patents, drawings and models, domain names, copyright, image rights, and know-how.
- Advising on, for example, the strategy for registering trademarks, drawings and models, and domain names, and worldwide portfolio management.
- Litigation in these areas, defense of intellectual property rights at the national, European Union, and international level, in connection with any civil or criminal action for infringement, nullity, forfeiture, and/or unfair competition.
- Contracts (license, sale/acquisition, research and development agreement).

Commercial and Information Technology Litigation

- Experts in procedural strategy, our lawyers handle all issues related to Information Technology litigation (litigation related to IT projects, counterfeit software, piracy, security vulnerabilities) and Commercial Litigation (law on distribution, e-commerce, unfair competition, advertising, and sudden termination of established commercial relations).
- Our lawyers are trained in alternative dispute resolution methods, including mediation and conciliation.

OUR INTELLECTUAL PROPERTY AND TECHNOLOGY TEAM IN FRANCE



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Our Intellectual Property and Technology Team in France is one of the market's largest and includes close to 35 specialized lawyers, including 6 partners, who are part of an international team of 550 lawyers.



“Strong team well versed in digital transformation projects, advising prominent clients from sectors including manufacturing, aviation and luxury goods. Clients laud the team’s “breadth of experience” in IT matters.”

– Chambers Europe EMEA 2020



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TECHNOLOGY
**Chambers & Partners
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BAND 1 – COMMERCIAL
CONTRACTS
**Chambers &
Partners Global
2019**



BAND 3 – INTELLECTUAL
PROPERTY
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Global 2019**



TIER 1 - IT AND INTERNET
**Legal 500 EMEA
2020**



Our Approach

We have developed a sector-based approach in our practice areas, and continuously increase our knowledge of each sector.

Our key sectors:

- Manufacturing
- Pharmaceuticals
- Media, sports & leisure
- Technology
- Consumer products & Distribution
- Infrastructure, construction & transportation
- Energy & Natural resources
- Financial services & investment funds
- Insurance & reinsurance, Real estate

Our Practice Areas

- Aeronautics, Aerospace, and Defense
- Capital Markets
- Commercial Contracts
- Distribution
- Consumer Law
- Internet and New Technologies
- Marketing and Advertising
- E-commerce
- Competition Law
- Compliance
- Data Protection
- Intellectual Property
- Litigation
- Energy
- Trademarks and Patents
- Pharma and Life sciences
- Media and Telecommunications
- Private Equity
- Mergers & Acquisitions
- Public Law
- Real Estate and Construction
- International Arbitration
- Regulatory Matters
- Tax Law
- Securities Law
- White Collar and Corporate Crime
- Banking and Finance Law
- Employment Law