



EXPERTISE

TRADEMARKS & DOMAINS

THINKING AHEAD FOR YOUR IP ASSETS

Altana has a thriving trademark/domain practice that covers all aspects of brand protection. We have represented clients in a wide range of trademark-related matters, including:

- o complex IP litigation;
- o trademark/domain clearance, registration and enforcement;
- o trademark oppositions and cancellations;
- o trademark due diligence;
- o negotiation of licenses and co-existence agreements.

Our Team

Our team is composed of 11 IP law specialists including 3 partners and 2 counsel/senior associates. Our expertise encompasses all areas of IP law, embraces innovation and fosters creativity.

We work in agile teams established on a case-by-case basis to provide the appropriate level of experience, availability and proactivity in accordance with our clients needs and expectations.

Altana's multi-disciplinary approach allows us to easily collaborate, as needed, with specialists in Altana's other practice areas.

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OUR COMPREHENSIVE RANGE OF SERVICES

Altana's team advises its French and foreign clients in each aspect of the protection, valuation and security of their intangible assets. The wide breadth of the team's activity allows for interventions in multi-disciplinary sectors and the implementation of innovative services, such as our full-service Trademark offer.

We are committed to providing trademark and domain owners tailor-made legal services that enable them to optimize their IP assets.

Our clients rely on our:

- expertise and understanding of highly technical matters encompassing all areas of IP law with an emphasis on IT;
- strategic guidance and imaginative solutions with innovative tools;
- thorough knowledge of their businesses and industries;
- close attention paid to each matter's specific needs;
- availability, reactivity and efficient reporting;
- ability to handle services in France and abroad through a network of trusted, non-exclusive partner firms selected on a case-by-case basis.



International Practice

More than 60% of our clients are international.

We consistently handle files that involve multiple jurisdictions and complex cross-border issues.

Business-oriented clearances

Launching new business activities, product lines, products, merchandise and services, entering new marketplaces, securing audiovisual works' titles and domain reservations each creates different practical issues and is assigned different resources by our clients. But they all require similar responsiveness and insightful risk assessment in the provision of prior rights search results by a dedicated project team.

We have implemented processes and designed templates to adapt to the challenges created by these different situations and ensure our clients the most cost-efficient, reactive and business-oriented assistance for their projects.

Proactive trademark and domains portfolio management

Establishing and protecting brand identity has never been more important. **We provide proactive trademark protection throughout its life cycle**, including:

- advice on trademarks' registrability and/or the possibility to reserve a domain;
- filing French, European Union and international trademark applications;
- monitoring renewals and provision of proofs of use schedules;
- handling all relations with the Trademark Offices and domain name registries;
- processing watch notices and advising on the opportunity to file opposition proceedings throughout the world;
- registering all deeds of ownership or rights to use trademarks and domain names.

We also provide services for domain name ranking and protection.

IP value enhancement

Because the real value of IP rights primarily lies in their effective use on the market, **we assist our clients in the day-to-day operations their trademarks/domains are involved in, as well as in their accurate valuation**, through:

- the elaboration of contractual and tax strategies (e.g. optimization of the ownership of the trademark portfolio within a multinational group of companies);
- valuation of distinctive signs in coordination with financial advisers (in the framework of transactional deals or litigation cases);
- due diligence in the framework of restructuring or merger and acquisition operations;
- trademark/domains portfolio audits;
- the drafting and/or negotiation of licence, partnership, coexistence, distribution, franchise and transfer agreements;
- supervision of use investigations and awareness surveys.

Enforcement/defense of IP assets in complex transversal litigation cases

We have the experience needed to succeed in the most complex IP cases. Our attorneys are unrivalled in the depth of their experience and knowledge of civil procedural rules, EU and French regulation and international treaties, especially in a digital environment.

We provide strategic legal advice to IP rights owners, whether their rights are (or could be) impaired and they seek efficient enforcement, or their rights are challenged and they need appropriate and cost-efficient means to solve the dispute.

We apply this expertise:

- in infringement, cancellation and invalidity proceedings before all French judicial courts (sitting as national or EUTM courts);
- in tailor-made anti-piracy/anti-counterfeit programs, which can also involve collaboration with Customs services, with whom we work closely to understand the stakes and analyse the import and export process of our clients' genuine products;
- before the French (INPI) and European (EUIPO) Trademark Offices where - when appropriate - we file opposition and/or cancellation proceedings that also serve to thwart, or retaliate against actions filed by the adverse party at a national level;
- in the implementation of alternative dispute resolution methods, and notably arbitration for which our law firm has developed a renowned expertise.

We also advise and represent our clients in domain name use/usurpation cases, including before the French naming authority (AFNIC) or WIPO's arbitral tribunal.

ALTANA
VOCATS ·

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