

HUBMARQUES *ddg*

TRADEMARKS &
DESIGNS

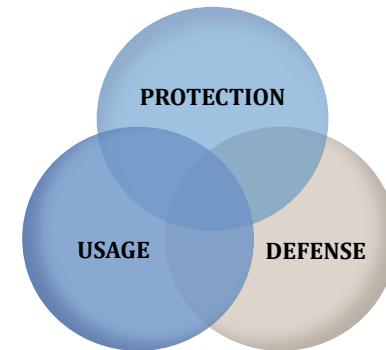
DEPREZ GUIGNOT ASSOCIES *ddg*
SOCIÉTÉ D'AVOCATS

HUBMARQUES^{ddg}

A DEPARTMENT FOCUSING EXCLUSIVELY
ON DISTINCTIVE MARKS AND DESIGN

Ever since its creation in 1987, DEPRez GUIGNOT ASSOCIES^{ddg} has been determined to offer its clients a comprehensive industrial property service and has therefore developed a specialist trademark and design law department coordinating the protection and defense of distinctive marks and designs throughout the world: **HUBMARQUES^{ddg}**, which combines expertise in industrial property with other fields such as new technology, distribution, competition, luxury goods, communications and product regulation (cosmetics, foodstuffs and medicines), thereby establishing a close connection between the protection and usage of industrial property rights.

HUBMARQUES^{ddg} focuses exclusively on protection and defense.



HUBMARQUES^{ddg} has also developed an international network of correspondents throughout the world, with a stronger presence in certain countries such as the United States, India and China, so our clients have access to the top local industrial property experts selected by us.

DEPREZ GUIGNOT ASSOCIES^{ddg} is an independent French law firm that has won a deserved reputation for its work in the communications and intellectual property sectors, specializing in television, advertising, luxury goods and the Internet, both in France and other countries.

TRADEMARKS

LEGAL ANALYSIS OF MARKS:

distinctiveness, validity and scope.

ANTECEDENT SEARCHES:

checking availability

- identical mark searches within a timescale of 24-48 hours: speedy detection of problematical antecedents;
- similarity searches (similar marks, data bases, Internet and slogans):
 - three timescales: immediate (24-48 hours), urgent (72 hours) or standard (eight working days);
 - territory searches: France, European Union or specific countries;
 - type searches: verbal or figurative marks.
- analyses with recommendations and suggestions for moving projects forward: workaround strategy, trademark purchase, usage survey, coexistence agreement, forfeiture action, etc.

FILING TRADEMARKS:

nationally, in the EU or internationally

- list of products and services optimized according to the proposed usage;
- filing within 24 to 48 hours.

TRADEMARK MONITORING:

- alerts issued following official publication of filing of trademarks that are identical or similar or that specify identical or similar products in order to lodge opposition or claims or to come to a settlement;
- monitoring by country, geographical region, globally or by applicant (competition watch).

DESIGNS

LEGAL ANALYSIS OF DESIGNS:

- protectability;
- novelty.

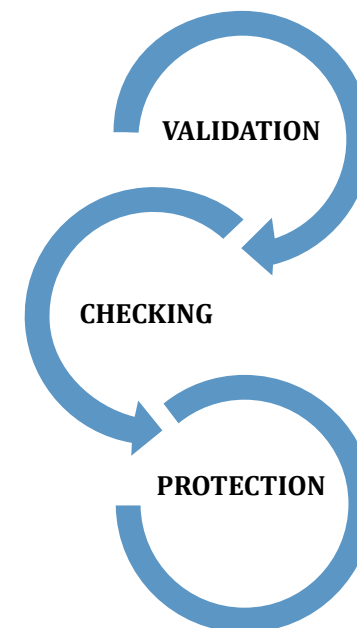
ANTECEDENT SEARCHES:

checking availability

- determining search classes and sub-classes;
- searching designs over periods of ten, fifteen, twenty-five or fifty years.

FILING DESIGNS:

national, communautaire, international



HUBMARQUES^{ddg} AND RIGHTS USAGE

- coexistence agreements;
- assignment / licensing / franchise contracts;
- pledge contracts;
- portfolio audits for mergers & acquisitions.

HUBMARQUES^{ddg} AND DEFENDING RIGHTS

- administrative litigation: opposition in France, the EU or abroad via our network of correspondents;
- court litigation

HUBMARQUES^{ddg} AND MANAGING RIGHTS

- managing administrative and procedural timescales;
- managing examination and title issue procedures in France and abroad;
- trademark portfolios sent free of charge;
- free on-line consultation of portfolios via our website ddg.fr, client access page;
- an accessible, reactive team.

THE TEAM

With **HUBMARQUES^{ddg}**, DEPREZ GUIGNOT ASSOCIES^{ddg} has formed a team of about a dozen specialized attorneys & jurists and experienced assistants, including three partners:



Pierre DEPREZ
Attorney and partner
deprez@ddg.fr

Specializing in intellectual property and economic law.
Qualifications: graduate of the Institut d'Etudes Politiques, postgraduate diploma in private law.
Fields of practice: communications, media, advertising, competition and distribution.



Vincent FAUCHOUX
Attorney and partner
fauchoux@ddg.fr

Specializing in intellectual property.
Qualifications: postgraduate diploma in international law.
Fields of practice: new technology, IT, contract negotiations and luxury goods law.



Frédéric DUMONT
Attorney and partner
dumont@ddg.fr

Qualifications: postgraduate diploma in literary and artistic property.
Fields of practice: communications, media and trademarks.

Jacques Beaumont and Catherine Wurtz are in everyday contact with our clients within **HUBMARQUES^{ddg}**, managing and protecting trademarks and designs, processing forfeiture and opposition procedures and administrative / court litigation both in France and abroad.



Jacques BEAUMONT
Attorney
beaumont@ddg.fr

Qualifications: graduate of the London School of Economics, postgraduate diploma in industrial property, industrial property expert recognized by the INPI (French industrial property office).
Fields of practice: intellectual property.



Catherine WURTZ
Jurist
wurtz@ddg.fr

Fields of practice: trademarks, designs and domain names.

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