



# T mark *conseils*

*Conseils en propriété industrielle - European Trademark Attorneys*

**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 25 members of staff and 4 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.

## WHO WE ARE

### Partners



François Deschamps



Valérie Dorey



Nadine Royer



Olivier Thrierr

### **TMark acts in the following areas of expertise:**

- 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

### Trade Mark Attorneys



Nicolas Debaisieux



Audrey Lachaud



Guillaume Lobre



Julie Fallot

**TMark** works both in France and internationally.

Our firm works closely with a worldwide network of IP firms chosen because of their high level of expertise and involvement.



WHAT WE DO

### **GUIDANCE, SUPPORT AND CLEARANCE:**

We accompany our clients in order to protect their IP rights at the national and international levels.

**TMark** identifies and defines all available solutions while being mindful of the client's special interests and advises on protective measures and actions available both nationally and worldwide tailored to meet the technical and commercial aspects and issues at hand.

Our specific knowledge of procedural and administrative aspects of all IP-related matters allows our team of experts to deliver high-end support in securing, maintaining and exploiting our client's rights.

### **AUDIT, STRATEGIC PLANNING AND DEVELOPMENT:**

We defend and develop IP rights, conduct audits and assist with the implementation of strategies to create, maintain and expand IP rights in line with our clients' commercial challenges and needs. Our monitoring services coupled with a close surveillance of legal and regulatory developments allow us to act instantly and to advise on the best way forward given the special circumstances of any particular case.

### **RIGHTS-BASED APPROACH IN RESPECT OF ALL IP RIGHTS:**

**TMark** explores and defines all actions required in intellectual property related matters. In case of contentious issues, we initiate legal action, lodge oppositions and/or pursue negotiations, depending on the situation.



Trademarks



Patents



Designs



Know-how, trade secrets



Internet

### STRATEGY (TECHNICAL ASPECTS):

- Clearance searches: trade marks, patents, designs, company and trade names, domain names
- Preparation and filing of applications (trade marks, designs,...)
- Monitoring services and tracking of legal developments
- Brand portfolio management
- Audits and development of IP strategies
- Training and awareness in IP-related matters tailored around the specific challenges met by marketing teams in different types of companies.
- Registration of domain names
- Internet competitive intelligence

### LEGAL ENFORCEMENT AND TRANSACTIONS:

- Opposition procedures
- Seizure of goods
- Infringement actions
- Unfair competition actions
- Transactional agreements

### STRATEGY (BUSINESS EXPERTISE):

- Negotiating and drafting of all types of IP-related agreements, including assignments, licences, franchising, joint ownership/ventures, distribution, technical know-how and trade secrets, coexistence and prior-rights agreements
- IP portfolio management

### AREAS OF INTERVENTION

- Trademarks • Patents • Designs • Copyright • Software
- Know-how • Trade Secrets • Designations of Origin
- Internet • Domain Names • NTIC



**EXPERTISE**

**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**.

### **Code of ethics:**

**TMark** is committed to always act in the best interest of its clients and to best defend their rights.

Our aim is to propose the most appropriate and cost-efficient action at any given time and in accordance with strict ethical rules of

- professional secrecy and
- avoidance of conflicts of interest

### **Proactiveness:**

Pre-emptive and protective measures often require instant action in IP-related matters. **TMark** is able to respond and act immediately because of our firm's organisational structure based on:

- continuous internal communication
- common expertise shared by all team members
- team flexibility

### **Proximity and transparency:**

**TMark** endeavours to identify the specific issues and problems faced by each client. Receptiveness and constructive dialogue are at the heart of everything that we do in order to adapt to varied situations and provide optimal services.

This proximity is a necessary condition to be able to provide optimal individual advice on any IP-related issue and allows us to build long-term relationships with our clients based on trust. In order to enable clients to have permanent access to all information on their IP assets, we offer extranet access to our private database.

### **Openness to new ideas:**

The creative sphere is ever-changing.

**TMark** is open to a world marked by perpetual evolution, which is essential in order to understand clients' specific needs, as well as being an enriching feature of our profession.

**CORE VALUES**



## **ACTING OUTSIDE OF FRANCE AND CROSS-BORDER DISPUTES:**

We are able to act in all jurisdictions worldwide. We assist our clients in creating, maintaining, expanding, exploiting and enforcing their IP rights globally.

The firm relies on the support of a worldwide network of IP specialists that have been chosen on the basis of their competence in specific areas and jurisdictions and their shared commitment to **TMark**'s code of ethics.



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