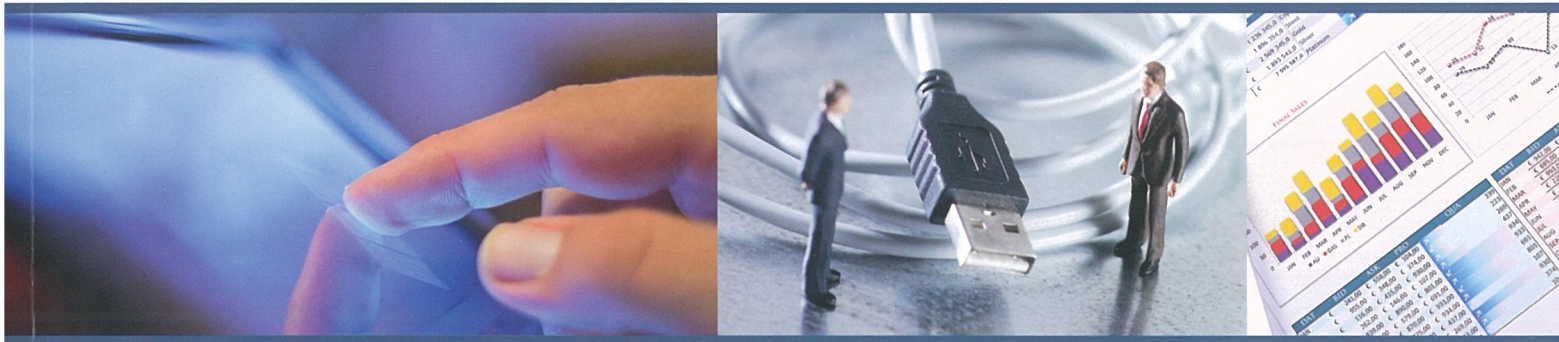




INNOVATION - TECHNOLOGY & INTELLECTUAL PROPERTY

HARDWARE - SOFTWARE - TELECOM - INTERNET - MEDIA - PHARMA



I - TRENDS

- TOP TRENDS IN THE INNOVATION & TECHNOLOGY P10
- INSIGHTS ON STRATEGIES & INTELLECTUAL PROPERTY P26

II - RANKINGS: BEST ADVISORS BY COUNTRY

INVESTMENT BANKS – VENTURE CAPITAL – LAW FIRMS – IP ATTORNEYS

UNITED STATES	P44	SPAIN	P87
CANADA	P52	SWITZERLAND	P90
BENELUX	P56	UNITED KINGDOM	P92
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GERMANY	P80	CHINA	P100
ITALY	P84		

III - TOP ADVISORS DIRECTORY

- 104. FINANCIAL ADVISORS
- 106. PATENTS & TRADEMARK ATTORNEYS
- 109. OTHER ADVISORS
- 110. LAW FIRMS



Dave BURKE
Android (Google)



Marc MOSSE
Microsoft



David JONES
Havas



Frederic COLLET
Sandoz



Gregg MARRAZZO
INTA



Bruno LE FEUVRE
WIPO



Elie GIRARD
Orange



Alfred CHAOUAT
Licensing Executives Society



Yann BURTIN
World Bank



Jessica SCALE
Logica



Dominique LEVENT
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LG Electronics



Benoît BATTISTELLI
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“ The cloud and SaaS revolution will help smoothing the dialogue between software editors and users ”

D.R.

INTERVIEW WITH

Daniel Kahn, Sabine Lipovetsky and Fabrice Perbost,

partners at Kahn & associés

Leaders League. Kahn & Associés' IT department is composed of 40 professionals. What are the main trends in the sector, especially regarding mergers and acquisitions, in key regions such as Asia and the US?

Daniel Kahn. We have been working internationally for thirty years in the high-tech sector, especially in California and Israel. Over the past six years we have also increased our ties with companies located in Asia, mainly in China. A few main trends are rising on a global scale, be it in China or in the United States, without any regional disparities. First comes the development of digital tools, Internet, and cloud computing. Issues related to big data are also increasingly important, as they create new needs for data management operating systems. Another key trend is the emergence of Software as a Service (SAAS), which enables selling subscription to software instead of licensing rights. Last but not least, of course, the explosion of the social networks market, which is full of opportunities, as proved recently when Facebook took over Instagram. Acquirers and investors from all over the world are extremely interested in companies whose business model is grounded on one of those new dynamics.

Leaders League. Your firm also has an IP team. Which are currently the most efficient strategies for the defense of IP rights?

Sabine Lipovetsky. Some practices are extremely efficient, especially when it comes to customs control. More and more guidelines, explicative documents and detailed reports enable easier enforcement processes and lawful customs entries. We notice that customs are increasingly committed to the

protection of our clients' interests, and are watching carefully the correct application of IP rights in general and trademarks law in particular: they are willing to evaluate the companies' rights and their counterfeiting risks in order to take appropriate actions. In addition, litigation related to illicit use of domain names is increasingly resolved via the UDRP and other fast and efficient non judicial dispute resolution procedures. Finally, tailored monitoring of the filing of trademarks, domain names and commercial names is a key action in the defense of trademark rights.

Leaders League. Do you notice regional disparities regarding the application of IP law?

S. L. Developing countries such as China are now strongly willing to put in place a real IP rights protection system. Results are already there in China, be it from an administrative or a judicial point of view. We therefore encourage our clients, even smaller companies that have been really hesitating so far, to protect and enforce their IP rights in China. Their demand is increasing, in China but also in India, especially in the furniture, fashion, leather and jewelry sectors.

Leaders League. What is your latest and most notable legal victory in terms of IP?

S. L. We have very actively and successfully defended the rights of our client, the Eiffel Tower operating company, in many cases. As an example, we won a case about the blue lighting of the Eiffel Tower used during the EU French presidency.

Leaders League. In IT and software law, does the cloud revolution

have an impact on the structure of contracts?

Fabrice Perbost. Cloud computing does not have an impact on the contracts' structure itself. However, it implies paying more attention to some specific clauses regarding personal data management. Contract have to take into account much more than before all issues related to the location of data on servers, the kind of data concerned, the means of transfer etc. Clauses dedicated to filing processes, privacy protection and data recovery are therefore increasingly strategic.

The same goes for the SaaS. As a remote access solution through subscription, with a login and a password, it requires specific clauses that are not needed in the case of a traditional software license acquisition contract. This has an impact on the contracts' elaboration, but also on the cost of the service, which may vary depending on the volume of data transferred and the subscription's duration.

Leaders League. How do your clients react to the rise of compliance issues?

F. P. Compliance is indeed a topic of great importance for editors, especially in these times of crisis. More and more compliance departments are implemented, in order to hunt for illicit software use by clients. This process enables editors to benefit from additional revenues. It also leads to the creation of a dedicated taskforce involving technicians of course, but also finance experts in order to assess the prejudice and law professionals in order to take the appropriate actions. Surely, cloud and SaaS will make thing change and help going toward a smoother dialogue between software users and editors. ●



Fabrice Perbost

Kahn & Associates: at the leading edge of new technologies

Leader: Fabrice Perbost,
Sabine Lipovetsky

Established: 1988

Team & Differentiation: the IP / IT team, which enjoys an excellent reputation in the NICT sector, provides guidance and assistance to the big players in Internet and telecommunications. The firm is also involved in the market for video games and online pay games. It has experienced strong growth in its trademark and copyright activity.

Track Record: the firm, which has a good

reputation in the NICT sector, is particularly competent in matters related to IT and the Internet. It counts among its clients a leading online travel agent, a national telephone operator, in connection with its website management, and several online games providers. In IT, a Chinese telecommunications equipment manufacturer and a leading US computer supplier feature among its clients.