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FRANCE



The biggest trademark news in France remains the upcoming implementation of the EU Trademarks Directive, with the compulsory establishment of revocation and nullity actions before the National Institute of Industrial Property – rather than the courts, as is currently the case – being the most-discussed change. Although slated for January 2023, the upcoming regime is already sparking debate. While many think that it will make the system cheaper and quicker, there is also concern as to whether the authorities will devote sufficient resources to handle the new stream of work. In other news, legal technology continues its onwards march in France as well as elsewhere; with filing clients constantly wanting more for less, it is the next logical step towards efficiency for many French firms.

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been active in Western Europe since 1986. Cabinet Aenaire's founding partner **Pierre Massot** is active in both trademark litigation and brand counselling. "He is a very talented professional and one of the most valuable practitioners in French intellectual property." Herald Avocats' **Richard Milchior** provides