

TIER 3 FIRMS ▲

Arenaire

The intellectual property team at Arenaire is 'composed of young, serious and very motivated professionals', who 'thoroughly discuss together each aspect of the case, mix their expertise and share strategy and decisions'. The firm has taken on a breadth of new clients across the pharmaceutical, fashion and automotive industries. The team acts on a full range of advisory and litigious matters for clients including Pernod Ricard and Technicolor. Pierre Massot 'gives a clear and objective picture of the case and explains the practical risks for the business' and provides 'full and prompt assistance'. Thibault Lentini, with whom he jointly heads the practice, is another key name to note, as is associate Louis Louembe.

Practice head(s): Pierre Massot; Thibault Lentini

Testimonials

'Arenaire's team is composed of young, serious and very motivated professionals. While working with them, you get the feeling that they thoroughly discuss together each aspect of the case, mix their expertise and share strategy and decisions. They are very well-organised and strict on deadlines and offer you continuous assistance keeping you constantly updated on the case.'

'The founder partner Pierre Massot has been assisting a client of our firm in a very difficult case of design and copyright infringement and unfair competition in France. He has a great capability of listening and understanding the needs and objectives of the client. He gives a clear and objective picture of the case and explains the practical risks for the business. He has a great expertise in IP matters, is proactive and professional and offers you full and prompt assistance.'

'This is an excellent team, specialising in designs, copyright and trade mark. They know what they are talking about. The partner Pierre Massot is fully involved in his matters and very reactive.'

'I work with Pierre Massot. This is my go-to person when I have a question concerning designs, copyright or trade marks in France. I appreciate his reactivity, even over the weekend and late at night. He will also be there, answer and take appropriate action when you need him.'

'Very highly experienced but with an entrepreneurial spirit.'

'Thibault Lentini always gives us balanced, reasoned and pragmatic advice.'

'Arenaire knows perfectly how to adapt to our problems and above all to adapt to our constraints, particularly in terms of deadlines which are very brief but also to our business constraints linked to the sector in which we operate. The team is dynamic, made up of varied profiles, the personalities clearly enriching the processing of cases. The team is a partner of our company in some ways, in addition to being a service provider. This allows cases to be handled successfully.'

'Beyond the undeniable professional qualities and a perfect mastery of the rules of law, the people who make up the firm have this rare intelligence to understand the problems that we face. In addition, the ease of exchange as well as the availability contribute to our common success on a great many cases.'

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Key clients

MAISONS DU MONDE	PERNOD RICARD
TEVA SANTE	MUMM MARTELL PERRIER JOUET
TECHNICOLOR	GROUPE ROULLIER
LINA GHOTMEH ARCHITECTURE	MACIF

Work highlights

- Representing Pernod Ricard in cases of trade mark revocation or invalidity.
- Regularly acting for Technicolor on trade mark defence.
- Represented claimant Maison du Monde in a design infringement and parasitic competition case before the Paris Court of Appeal.