



Arenaire

Arenaire distinguishes itself with its dedicated design practice (the clients of which include architects, designers and furniture companies), its longstanding experience in anti-counterfeiting matters (including a strong track record in corresponding customs litigation), and its in-depth knowledge of the wine and spirits sector, including the regulatory framework for advertising matters. The practice's varied client list features large multinationals alongside small and medium-sized enterprises, along with public bodies, such as museums and academic institutions. Its track record of securing victories in high-stakes trade mark infringement litigation further adds to the team's reputation. Pierre Massot and Thibault Lentini direct the practice.

Practice head(s): Pierre Massot; Thibault Lentini

Other key lawyers: Julie Bernaud; Faustine Chaudon

Testimonials

'A team with a very strong experience of large files, but which puts this experience at the service of all. They have a very pragmatic vision and you don't waste time with insignificant details like in other competing firms'

'Thibault Lentini is remarkable for his kindness, patience, professionalism and expertise, especially in customs cases.'

'Pierre Massot and his team master the subject of designs perfectly and know how to provide wise recommendations to their clients, taking into account existing practical difficulties.'

Key clients

Maisons du Monde	Pernod Ricard
Teva Sante	Mumm Martel Perrier-Jouët
Technicolor	Groupe Roullier
Lina Ghotmeh Architecture	Macif

Work highlights

- Advised Maisons du Monde in a dispute against a discount company that had used e-commerce website communication features and codes that were identical or similar to the features of the client's visual identity and editorial line; including assistance with the negotiating process and the conclusion of an amicable settlement.
- Represented Technicolor before IP Offices in a dispute against a company providing software solutions and regarding the defence of its trade marks in different countries and regions.
- Regularly advised Pernod Ricard-subsiary, Mumm Martel Perrier-Jouët, on all the IP aspects of its 'Loi Evin' business, notably, packaging validation, product sheet validation, product validation, advertising campaign validation, drafting contracts with agencies and suppliers, letter of formal notice and pre-litigation against potential opponents.