Trademark Law

Trademarks have the essential function of guaranteeing to consumers the identity of origin of products and services, and thus of distinguishing products and services from competitors in the same market. These distinctive signs are thus essential elements of the intangible assets of companies, which must be effectively protected.

The firm, which has a proven litigation practice before the specialized national and European courts, represents its clients both as plaintiff and defendant in legal proceedings for infringement, invalidity and revocation.

The firm intervenes and organizes evidentiary procedures in order to obtain proof of the infringement of its clients' rights (specific procedure of seizure for infringement, but also the organization of bailiff's reports).

It also assists and represents its clients in the context of the new administrative invalidity and revocation procedures before the National Institute of Industrial Property (INPI) and before the Courts of Appeal in the event of appeals against these decisions and those rendered in opposition matters.
It regularly assists customs authorities in the preparation, filing and renewal of customs declarations for the seizure of infringing products.

JP Karsenty assists its clients in the negotiation and drafting of license, assignment, coexistence agreements, etc.

JP Karsenty provides training in trademark law directly to its clients' lawyers or operational staff or by organizing seminars within the firm.

The firm's specialized attorneys participate in numerous conferences, seminars and lectures on current trademark law issues.

The firm advises and assists its clients in a wide variety of fields of activity, including the banking, retail, automotive, cosmetics, luxury goods and fashion industries, wines and spirits, and the food industry.

Ranking Décideurs magazine 2024 :

Trademark litigation - Excellent