

# Trademark Attorney of the Year

## Nathalie Dreyfus

Founder of Dreyfus & associés

78 avenue Raymond Poincaré, 75116 Paris, France  
Tel: +33 (0) 1 44 70 07 04 | Email: [contact@dreyfus.fr](mailto:contact@dreyfus.fr) | Web: [www.dreyfus.fr](http://www.dreyfus.fr)

### About Nathalie Dreyfus

Founder of Dreyfus, Nathalie Dreyfus is a specialist in Intellectual Property Law as well as a French and European Trademark Attorney. She is a renowned Expert consultant to the Court of Appeal of Paris, as well as to the WIPO Arbitration and Mediation Center and the National Arbitration Forum (NAF). She advises and assists in the protection and enhancement of your Intellectual Property Rights, both in the material and cyber worlds, including dispute resolution, anti-counterfeiting, transfer of technology and UDRP procedures.

She has gathered around her a team of skilled, experienced and passionate experts and collaborates with specialists in the field of patents to assist you in all issues related to the protection and enhancement of your intellectual property rights.

As adjunct professor at the Robert Schuman Faculty of Strasbourg, and also the French National School for the Judiciary, Nathalie Dreyfus gives numerous lectures in France and abroad. She has published four books and is a regular contributor to the professional legal press. She also contributes to the Dreyfus blog on current legal issues concerning trademarks, patents, copyright, the Internet and new technologies <http://www.dreyfus.fr/en/news/>

### Areas of Expertise

Going beyond technicalities and procedures, Dreyfus can assist and advise you throughout the decision-making process concerning intellectual property rights. Founded in 2004 by Nathalie Dreyfus, Dreyfus is internationally recognized for its expertise and specialises in trademarks, designs, patents, domain names and appellation of origin.

#### IP Counseling and litigation

- IP rights portfolio management
- Trademarks
- Copyright
- Designs
- Domain names
- Patents
- Counterfeit and unfair competition
- Advising on litigation, arbitration and prosecution
- Monitoring services for trademarks and corporate names
- Anti-counterfeiting enforcement
- Customs and bailiff findings

#### Trademarks and counselling

- Global trademark and clearance
- Filing and protection of applications - French, European and International
- Management of worldwide trademark portfolios
- Opposition and cancellation actions in France and abroad
- Trademark assessment and evaluation
- Trademark consultancy

#### IP Transactions

- Due diligence and tax counselling
- License and trade secret agreements
- Non-disclosure agreements
- Co-ownership and coexistence agreements
- Negotiations and counselling for IP agreements
- Collaboration, research and cooperation agreements
- Global record of assignments and corporate changes
- Web site terms of use and privacy policies

#### Domain names

- Cybersquatting, phishing and cyber criminality
- UDRP, DRPs and URS proceeding
- Domain name registration and acquisition
- Management of domain name and portfolios
- DNS support
- Digital certificates
- New gTLDs counselling and strategy
- Trademark Clearinghouse (TMCH)
- Internet monitoring for infringements

#### Social media and Google AdWords

- Username squatting, piracy and counterfeiting
- Username portfolio management: registration, retrieving and deleting
- Social networks presence strategy
- IP rights watch through smartphone and tablet apps
- Online notifications



Nathalie Dreyfus is a member of, and plays an active role in major IP organizations and associations, particularly in the:

International Trademark Association (INTA)

Intellectual Property Constituency of ICANN (IPC)

Internet Corporation for Assigned Names and Numbers (ICANN)

Licensing Executives Society International (LESI)

European Community Trademark Association (ECTA)

Association of European Trade Mark Owners (MARQUES)

French Institute of Patent & Trademark Attorneys (CNCFI)

Association of European Trade Mark Owners (MARQUES)

The International Association for the Protection of Intellectual Property (AIPI)

The Association of Intellectual Property Advisors (ACPI)

Association of Trade Mark and Design Law Practitioners (APRAM)

The Association for Law and New Technologies (Cyberlex)

The Institute of Trademark Attorneys (ITMA)

**Dreyfus**  
Intellectual Property  
in an Innovative World