



Protecting and defending intellectual property rights is an intricate and never-ending challenge, which requires specific and pointed expertise. Years of successful practice has shown us, at Dreyfus, that it also requires business intuition and a deep knowledge and understanding of consequences that goes above and beyond technicalities and procedures.

Trademarks, patents, designs and domain names are valuable, and as such they deserve no less than the strongest defence and protection by the best experts out there.

We have knowledge and understanding of the intellectual property issues at stake. Our dedication has earned us an international reputation, which has placed us in the upper echelon of professional advisors. Our years of experience, coupled with our engineering creativity, have produced the Dreyfus IPweb® platform, of which our clients sing praises. Let us put our resources at your disposal.

Dreyfus IPweb®: this multifunctional, cloud-based, data management platform is the crown jewel of our work ethic, because not only does it grant total and complete transparency with full access to all details in your file, but as our primary work tool it allows us to monitor your cases as closely as possible and stay abreast of any and all deadlines or issues. Transparency and efficiency are the basis of our work ethics, and with our heightened standards, you will get the best from the services we offer.

Consulting

Dreyfus can provide clients with a range of consulting services, including:

- Legal audits, financial rationalisation, budget forecasting, and IP tax law matters

- Licensing and IP transactions on intellectual property titles
- Advice and assistance for litigation, arbitration, and disputes
- Legal opinion analysis of intellectual property rights, including their strengths, weaknesses, and related risks
- Valorisation and protection of intellectual property titles
- Protection, enhancement and advice on the valorization of intellectual property rights in the context of a corporate acquisition, financing, divestment or IPO

Contracts

Dreyfus is a well-known actor in contractual practices. Due to the diversity of our customers, we advise and negotiate contracts and transactions in all areas of intellectual property including:

- Due diligence and the provision of legal advice
- Audits and business strategies
- Technology transfer agreements
- License and know-how agreements
- Confidentiality and coexistence agreements
- Collaboration, research, strategic alliances, and partnership contracts
- Contracting practices concerning employee creations
- IP-related commercial contracts (including manufacturing, distribution, and supply of goods or services)
- Joint marketing, advertising and merchandising agreements
- E-commerce, website agreements, terms and conditions

Trademarks & Designs

- Registrability and prior Rights searches in France, the European Union and internationally
- Trademark filing and renewal operations in France, the European Union and internationally
- Trademark portfolio management: defining and implementing the valorization and protection of the company's existing trademarks as well as territorial concerns
- Contracting practices such as the drafting and negotiation of licenses, co-ownership contracts, trademark transactions and coexistence agreements
- Monitoring through our one-stop Dreyfus IPweb® platform: automatic control of your company's trademark rights infringement. This service allows you to become aware of identical and similar trademark applications in order to make opposition in due time, even before their registration
- Infringement, counterfeiting, cybersquatting and unfair competition cases
- Cease and desist letters, take-down notices
- Coexistence and settlement negotiations
- Opposition procedures
- Litigation, arbitration and disputes
- Anti-piracy and anti-counterfeiting procedures
- Customs surveillance and seizures
- Entire portfolio visibility, including all certificates and documents which are available for download on the Dreyfus IPweb® platform

Litigation

With a worldwide network, Dreyfus will represent its clients in arbitration centers and courts all over the world including matters related to infringement, counterfeiting and unfair competition

Domain Names and Online brand enforcement

- Domain names and compliance strategies: defining and implementing valorisation, protection and defense strategies of your company's online presence
- Monitoring through the Dreyfus IPweb® platform: (domain subdomain names, social media, mobile apps, paid advertising), blockchain domains web 3.0
- Infringement, cybersquatting, counterfeiting, phishing and unfair competition cases
- Cease and desist letters, take-down notices
- Domain names arbitration and litigation: Uniform Domain Name Dispute Resolution Policy proceedings (UDRP), national Dispute Resolution Proceedings (DRPs), and other Alternative Dispute Resolution procedures
- New gTLDs : strategy and feasibility studies, TMCH, DPML
- Domain name portfolio management and audits: defining and implementing the valorization and protection strategy of the company's existing domains as well as territorial concerns
- Domain name recovery and repurchase: privacy lifts; reverse service and validation requests (WHOIS); domain name acquisition and/or repurchase; removal of forged offers of sale; assistance with SSL certificates; domain name evaluation; username removal from social networks.
- Domain availability, DNS lookup, Registrant alert, Reverse IP/DNS, Reverse Mx, Reverse Whois history, Subdomain Look-up, Website Categorization, GlobalBlock
- Registrations, renewals, DNS settings

Monitoring Services

Dreyfus' team of experts has extensive industry knowledge and guarantees support and guidance in the complex area of intellectual property. Through the firm's investment and creativity, Dreyfus has developed a unique online trademark management solution, providing each client with optimal management of trademark and domain name portfolios through the highly intuitive Dreyfus IPweb®.

By monitoring specific trademarks and enabling immediate detection of violations requiring the defense of intellectual property rights, Dreyfus IPweb® ensures speedy response to minimize the negative impact on the business and focus on resolving disputes without legal proceedings. All results are analysed by seasoned lawyers who assist clients on the best way to bring resolution.

We offer a variety of monitoring services in France, throughout the European Union, and worldwide. Our monitoring services include:

- Internet domain and subdomain names
- Auction websites such as eBay, Yahoo, and Chinese websites such as Taobao
- Online paid advertisements such as Google AdWords
- Social networks such as Facebook, LinkedIn, Twitter, Dailymotion, YouTube, Instagram, and Pinterest
- Mobile applications (smartphones and tablets) including iTunes for iPhone and iPad, and Google Play for Android phones
- Online marketplaces
- Blockchain domains web 3.0
- Web content watch
- Logo/image Watch

Social Media

- Dreyfus provides clients with the following social media services:
- Analysis of a company's presence on social media
- Username portfolio management: username registration and recovery
- Online monitoring through Dreyfus IPweb®: detection of rights infringement on social media such as Facebook, LinkedIn, Twitter, Myspace, Dailymotion, Youtube, Instagram, Pinterest, Snapchat...
- Surveillance of Intellectual Property rights on smartphone and tablet application markets as well as Google Play



Dreyfus IPweb®

By selecting Dreyfus to cater to your Intellectual Property needs, not only are you choosing to award your company the best defence it deserves, but you are also choosing to gain easy, summarized, intuitive and interactive access to all relevant information through our unique platform. Dreyfus IPweb® is our very own versatile and multipurpose platform, which has become common reference for all our clients. All your relevant information is securely available from a standard browser, and all your certificates and official documents are instantly downloadable.

Awards

Our team of experts has earned an international reputation that has placed Dreyfus in the upper echelon of professional advisors, linking the digital economy to intellectual property. Dreyfus regularly receives awards for the quality of its services and is mentioned as “Excellent” and “Widely known” in numerous publications and international legal directories.



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