



INTELLECTUAL  
PROPERTY

INNOVINCIA

# WHO ARE WE?

Specialized in intellectual property, we offer comprehensive assistance in obtaining intellectual property rights and defining strategies. Our areas of expertise include trademarks, patents, designs, domain names, copyrights and digital creations.

We also offer our expertise in various other aspects of intellectual property law and related fields.

## PROXIMITY

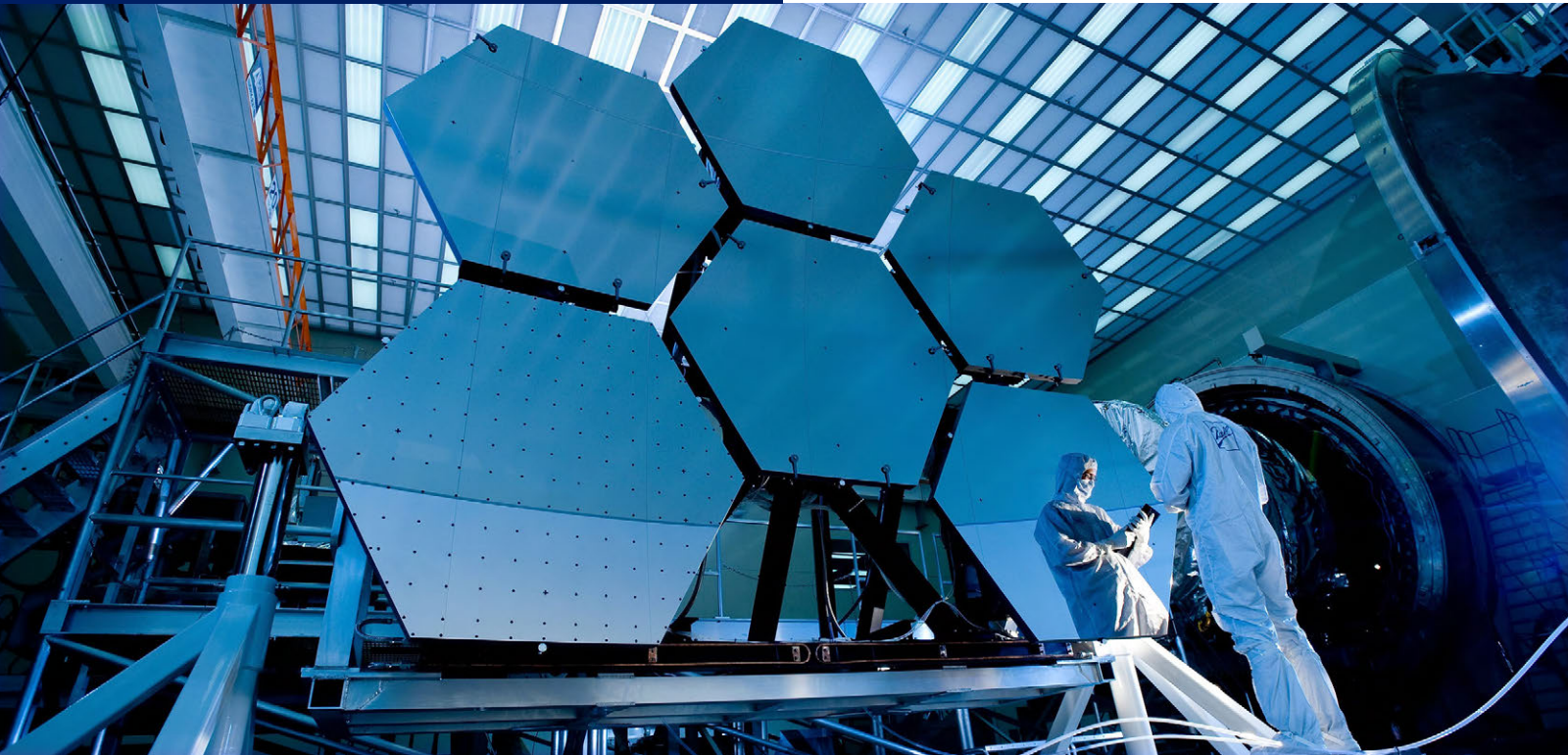
We are committed to being with you every step of the way, both in terms of geography and by attentively addressing your needs.

## MULTICULTURALISM

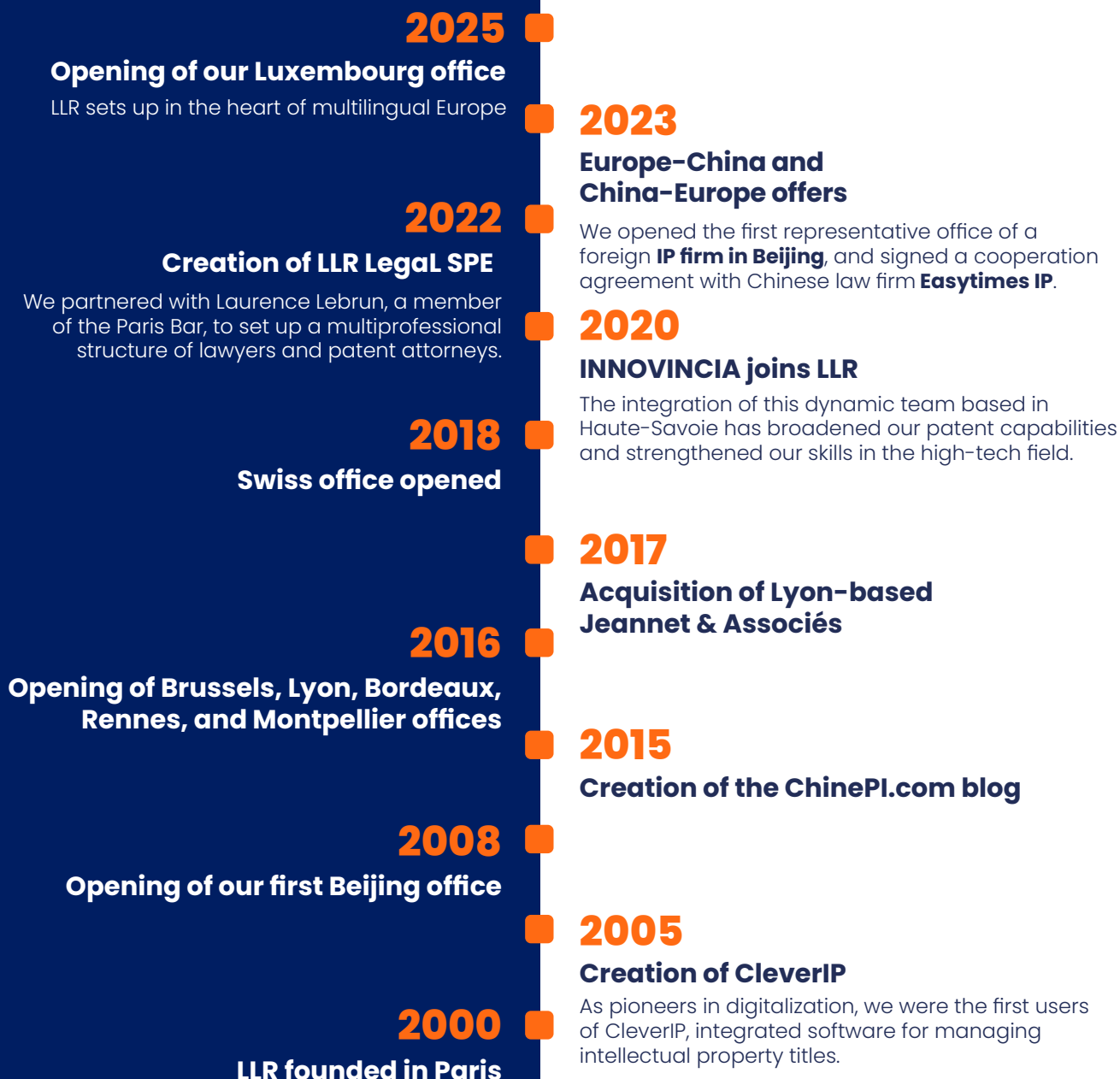
Beyond people, we bring cultures together and build strong connections between our clients and their global challenges.

## EXPERTISE

From patents to copyrights and trademarks, from chemistry to physics and software, and from contracts to litigation and mediation, we are passionate experts in intellectual property.



# KEY MILESTONES IN OUR HISTORY

- 
- 2025** ■  
**Opening of our Luxembourg office**  
LLR sets up in the heart of multilingual Europe
  - 2023** ■  
**Europe-China and China-Europe offers**  
We opened the first representative office of a foreign **IP firm in Beijing**, and signed a cooperation agreement with Chinese law firm **Easytimes IP**.
  - 2022** ■  
**Creation of LLR Legal SPE**  
We partnered with Laurence Lebrun, a member of the Paris Bar, to set up a multiprofessional structure of lawyers and patent attorneys.
  - 2020** ■  
**INNOVINCIA joins LLR**  
The integration of this dynamic team based in Haute-Savoie has broadened our patent capabilities and strengthened our skills in the high-tech field.
  - 2018** ■  
**Swiss office opened**
  - 2017** ■  
**Acquisition of Lyon-based Jeannet & Associés**
  - 2016** ■  
**Opening of Brussels, Lyon, Bordeaux, Rennes, and Montpellier offices**
  - 2015** ■  
**Creation of the ChinePI.com blog**
  - 2008** ■  
**Opening of our first Beijing office**
  - 2005** ■  
**Creation of CleverIP**  
As pioneers in digitalization, we were the first users of CleverIP, integrated software for managing intellectual property titles.
  - 2000** ■  
**LLR founded in Paris**



A close-up photograph of a hand holding a small, round, red bead. The hand is positioned in the upper left, with fingers gently gripping the bead. The background is a soft, out-of-focus blue-grey. Overlaid on the image is the text 'OUR OFFICES' in a bold, white, sans-serif font. Below the text is a short, horizontal orange line.

## OUR OFFICES

A close-up photograph of a hand holding a red pushpin, which is pinned to a document. The document appears to be a technical drawing or blueprint, with faint lines and text visible. The lighting is soft, and the focus is on the hand and the pushpin. The background is slightly blurred, emphasizing the action of pinning the document.

## OUR OFFICES

We are qualified to represent you before the French (INPI), European (EPO and EUIPO), Belgian (OPRI), Luxembourg (IPI), Swiss (IPI) and Chinese (CNIPA) patent offices, as well as before the World Intellectual Property Organization (WIPO) and the Unified Patent Jurisdiction (JUB).

**EUROPE**

Belgium	Bordeaux
Germany*	Lyon
Luxembourg	Paris
Switzerland	Montpellier
Aix-en-Provence	Rennes
Annecy	Thonon-les-Bains

**ASIA**

Hong Kong  
Beijing  
Shanghai

\*Privileged partnership

# OUR SERVICES

We support you in developing a strategy to grow your rights portfolio and maximize the value of your intangible assets. We ensure that the legal protection of your titles is consistent with their commercial exploitation, safeguarding their integrity and value.



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## Patents

- Patentability study
- Grant
- Validity study
- Freedom to operate
- Opposition / cancellation / reexamination



## Trademarks

- Registration
- Prior rights search
- Validity study
- Monitoring
- Opposition / Cancellation / Lapse
- Domain names



## Designs / Copyright

- Creation analysis
- Registration
- Infringement action



## Software

- Patentability study
- Constitution of evidence for copyright purposes



## Counterfeiting

- Formal notice
- Litigation
- Investigation
- Evidence gathering
- Seizure
- Anti-counterfeiting



## IP strategy

- Optimization
- Business intelligence
- Due diligence
- Audit
- Valuation
- Planning and budgeting
- Training



## Contracts

- Strategy and drafting
- Negotiation
- Mediation and arbitration

# PATENTS

We identify **your patentable inventions and establish a protection strategy** in line with your company's strategy and budget.



Once you've made your decision:

- we **draft the description of your invention** and the claims defining the technical scope;
- we file **your patent application** with the French, Belgian, Swiss, European, Chinese or any other office;
- we **follow the examination procedure** for your application, **prepare the necessary responses for the examiners**, organize the issue and pay the annuities;
- we can request the unitary effect of your granted patent;
- we represent you in any opposition in which you are involved;
- we represent you or handle the technical side of your disputes.

# TRADEMARKS



We analyze your sign (name, slogan, logo, numbers, etc.) to **verify its enforceability**. If necessary, **we study the existing**

**trademark** portfolio to propose a protection strategy.

We carry out an identical or similarity search to detect any prior rights that could hinder the progress of your project.

We **file your trademark** with the French, European, Swiss, Chinese, International or foreign offices, **monitor the registration procedure** and prepare the necessary responses to the relevant offices.

In the event of legal action for infringement or opposition, **we draw up both offensive and defensive strategies**.

# INTELLECTUAL PROPERTY ASSET VALUATION



Today more than ever, it is crucial to understand the intrinsic value of your intellectual assets in order to acquire or sell a portfolio of rights, make contributions in kind, or determine the share of these assets in a company's valuation.

Our firm has developed a particular expertise in the valuation of intellectual property (IP) assets, including **patents, trademarks, designs & models, software**, and more. We assess them using evaluation methods that allow us to accurately gauge the value of an IP portfolio.

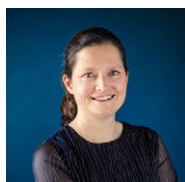
For **patents**, we consider factors such as expenditures, the commercial value of the portfolio, the type of market, the scope of protection, the existence of associated know-how,

and technical-legal valuation elements.

For **trademarks**, we take into account the scope of protection, brand recognition, the significance of commercial use, any ongoing disputes, and the relevant market.

Our studies on the capital value of an IP portfolio can subsequently be used by a contribution auditor. With proven expertise and experience in this field, our **IP Asset Valuation team** is at your disposal to support you with these services.

# OUR PRESENCE IN FRANCE



**Maître Laurence LEBRUN**  
Présidente de LLR Legal SPE  
Avocate au Barreau de Paris

In addition to our firm of Intellectual Property Attorneys, our group also offers legal expertise through its law practice.

LLR benefits from a multidisciplinary structure via **LLR Legal SPE, which strengthens our expertise in contractual matters** and reflects our commitment to offering clients a broader range of services.

The firm is headed by **Maître Laurence LEBRUN, a lawyer at the Paris Bar**, who joined LLR in 2017 after working as an in-house counsel specialising in contracts and intellectual property within international groups in the telecoms, IT and industrial sectors.

LLR Legal SPE **mainly provides advisory services in intellectual property, new technologies and business law, particularly in contract structuring and the negotiation and management of contracts**, including:

- non-disclosure agreements,
- R&D contracts,
- technology transfers,
- co-ownership agreements for patents, licenses for trademarks or patents,
- development contracts,
- maintenance, IT services,
- SaaS and software licensing,
- etc.





# OUR AREAS OF EXPERTISE

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# OUR PRESENCE IN ASIA

## Our representative office in Beijing

After an initial set-up in 2008, we opened the **first representative office** of a foreign industrial property firm in Beijing in 2023, with **the aim of facilitating access for Chinese companies to LLR's patent and**

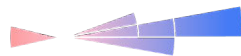
**design services** in Europe, offering consulting and advisory services, particularly on **investment projects, and collaboration** with Chinese firms for patent management.

## LLR China Trademark

LLR China Trademark is **a firm of trademark attorneys** based in China since 2008, **specializing in the management of trademark proceedings and litigation.** Authorized to represent its clients before

the Chinese trademark office, the firm offers **a full range of services**, from prior art searches to representation before trademark offices.

## Easytimes IP



EASY TIMES IP

艺识代 | 知识产权

In 2023, we signed a cooperation agreement with the Beijing-based **law firm Easytimes IP**, which **specializes in industrial property in China.** With over 20 years' experience in IP litigation, the firm has

achieved **remarkable results** in litigation, particularly in the field of patents. Several of its cases were influential enough to be held up as typical cases by China's Supreme Court.



# DISTINCTIONS

## What our customers say

“ **Professionalism and expertise** in our fields of activity. Warm, human contact. **Good adaptation** of messages according to the interlocutors and their level of knowledge of IP. ”

*Patent engineer in the food industry*

“ All the LLR members we've had the opportunity to work with are great experts in their respective fields, and are **responsive, available, and educational**. What's more, they are friendly professionals who are easy and pleasant to work with. ”

*Partner in a major law firm*

“ Reactivity, regular and useful reminders, speed of execution, **relevant advice, decision aids.** ”

*Trademark manager in the energy*

## Our ranking

Décideurs magazine ranked us:

“**EXCELLENT**”

in the following areas:

- Patents (general)
- Patents for electronics, telecoms & new technologies
- Physical, mechanical, and construction patents- Chemical, biotech & life science patents
- Trademarks, designs & models.

We are also listed for our expertise in the **Financial Times** ranking of European law firms and in the IP Stars ranking of the American website **Managing IP**.



# AN ENGAGED GROUP

## ... to our customers



**Transparent** advice  
and billing



**Compliance with strict  
ethical rules** regulated by  
the **CNCPI** Company



**Quality approach through**  
membership of the  
**IP Excellence Charter**



## ... with our teams

- Work-life balance for employees
- Organizing teleworking and team life
- A setting conducive to well-being
- Proactive listening and communication

## ... for the environment and society

- In-depth monitoring and annual evaluations of our CSR (Corporate Social Responsibility) practices, recognized with an EcoVadis Bronze Medal in 2025.
- Since 2024, LLR has been a member of the United Nations Global Compact, committed to sustainability.



**WE SUPPORT**





# STAY INFORMED



Find out more about our news and intellectual property on our website:

[www.llrip.com](http://www.llrip.com)

To find out more about us, watch

[our video](#)



We keep abreast of IP news in China and share our articles on our blog

[www.chinepi.com](http://www.chinepi.com)

Discover our posts on LinkedIn





**Experts at your  
service!**

## Contact us

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