



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.



LLR, KEY MILESTONES

- 2023** ■ **Europe–China and China–Europe offers**
Opening in Beijing of the first representative office of a foreign patent and trademark attorney firm and partnership with the Chinese law firm Easytimes IP.
- 2022** ■ **LLR Legal SPE**
Creation of a lawyer / French Patent and Trademark Attorney structure, with Laurence Lebrun, lawyer at the Paris Bar.
- 2020** ■ **Acquisition of INNOVINCIA**
Development of our expertise in high technologies.
- 2017** ■ **Acquisition of JEANNET**
- 2015** ■ **Creation of the ChinePI blog**
First French–language blog dedicated to industrial property in China.
- 2008** ■ **Opening of our first office in China**
Supporting our European clients in their protection in China.
- 2005** ■ **Creation of CleverIP**
Pioneers in digitalisation with CleverIP, intellectual property management software.
- 2000** ■ **LLR founded in Paris**

OFFICE OPENINGS

- 2026** ■ Taipei (Taiwan)
- 2025** ■ Luxembourg
- 2020** ■ Thonon, Annecy
- 2019** ■ Switzerland
- 2018** ■ Shanghai, Hong Kong
- 2017** ■ Rennes, Brussels
- 2016** ■ Lyon, Bordeaux, Montpellier
- 2013** ■ Aix-en-Provence
- 2008** ■ Beijing
- 2000** ■ Paris

OUR OFFICES

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



EUROPE

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

ASIA

Hong Kong
Beijing
Shanghai
Taipei (Taiwan)



*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.



Patents

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



Trademarks

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



Designs / Copyright

- Creation analysis
- Registration
- Renewals
- 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 **inventions** that may be eligible for patent protection and define a **protection strategy** aligned with your **needs and budget**, once your decision has been made.



DRAFTING

We draft the claims and the description of your invention, where appropriate after carrying out a prior art search.

FILING

We file your patent application with the French (INPI), Belgian (OPRI), Luxembourg (IPIL), Swiss (IPI), Chinese (CNIPA), the European Patent Office (EPO), the World Intellectual Property Organization (WIPO), or any other office through local associate.

PROCEDURE FOLLOW-UP

We monitor the examination procedure for your application, prepare the necessary responses to examiners and organise the grant. We can, of course, request the unitary effect of your granted patent.

ANNUITY MANAGEMENT

We handle the management and payment of maintenance fees (annuities) for your entire patent portfolio, relying on a team of experienced specialists and secure, reliable tools.

OPPOSITIONS

We represent you in opposition proceedings, whether as opponent or defendant.

LEGAL LITIGATION

We represent you or handle the technical aspects of your litigation.

TRADEMARKS



We analyse **your sign** (name, slogan, logo, numbers, etc.) in order to verify its enforceability. Where appropriate, we **review existing trademark portfolios** in order to propose a protection strategy.

PRIOR RIGHTS SEARCH

We conduct identical and similarity searches to identify any prior rights that may affect your project.

FILING AND PROSECUTION

We file your trademark applications with the French (INPI), Swiss (IPI), European Union (EUIPO), Benelux (BOIP), international (WIPO), Chinese (CNIPA), or any other office (through local associates), and handle the registration process, including preparing responses to office actions.

MONITORING

We implement trademark monitoring to detect any new third-party filings that could infringe your rights, enabling you to take timely action.

RENEWALS

We monitor deadlines, send renewal reminders, and handle the renewal of your trademarks.

JUDICIAL ACTIONS

In the event of infringement proceedings or opposition actions, we define your strategies, both offensively and defensively.

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.

LAWYERS IN FRANCE



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.



Laurence LEBRUN
President of LLR Legal SPE
Lawyer at the Paris Bar



OUR AREAS OF EXPERTISE



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.

**Learn more about
our EcoVadis
sustainability rating.**



WE SUPPORT



Since 2024, LLR has been a member of the United Nations Global Compact, committed to sustainability.

STAY INFORMED



Find out more about our news and intellectual property on our website:
www.llrip.com

To find out more about us, watch
[our video](#)



[Vidéo](#)



[Website](#)



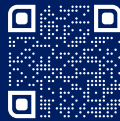
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We keep abreast of IP news in China and share our articles on our blog:
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**Experts at your
service!**

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