

Olivia Bernardeau-Paupe

Counsel

Paris

Biography

Olivia puts her significant experience at the service of her clients and offers a practical and strategic approach to resolving their intellectual property issues. Her practice focuses mainly on intellectual property litigation, contracts and strategy.

Olivia advises and represents her clients before the courts of law in multijurisdictional disputes relating to trademarks, industrial designs and models, copyright, unfair competition and parasitism, image and privacy, press, consumer law and advertising. She manages trademark portfolios and actions before the French Industrial Property Office; and files and monitors Customs watch applications as well as taking an active part in anti-counterfeiting work. Furthermore, Olivia negotiates IP contracts, such as licenses, assignments, co-existence agreements and pledges, both for standalone matters and in the context of global deals.

Olivia leads the Hogan Lovells Consumer Goods Group in Paris and frequently contributes to Hogan Lovells' newsletters, including the Trademark and Two-and Three-Dimensional Designs Newsletter and the International Fashion & Law Newsletter. She supports and contributes to the Firm's Pro bono and Diversity projects.

Representative experience

Defending and assisting a U.S. life sciences company in a major multijurisdictional trademark dispute against one of its competitors.



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Languages

French
English

Practices

Intellectual Property

Industries

Consumer
Life Sciences and Health Care

Areas of focus

Food and Beverages
Electronics and Consumer Appliances

Regularly advising a U.S.-based fast food company in securing the use of new trademarks, managing and defending its IP rights in France.

Representing and assisting a major German manufacturer of medical implants in a multijurisdictional dispute surrounding a crucial trademark.

Advising and representing this client in the context of a multi-jurisdictional dispute aiming at the cancellation of its major trade mark rights.

Acting for this client before the French Customs Authorities to stop the importation of infringing products.

Regularly advising the same in consumer law, in particular in relation to the French provisions regulating advertising for alcoholic beverages.

Representing an alcoholic beverages manufacturer, in trademark and unfair competition disputes surrounding commercialization of lookalike alcoholic beverages.

Acting for a manufacturer of alcoholic beverages before the French Customs Authorities to stop the importation of infringing products.

Awards and rankings

- Intellectual Property: Copyright, *Legal 500 EMEA*, 2019
- Industry Focus: Luxury Goods, *Legal 500 EMEA*, 2019
- Intellectual Property: Trade marks and designs, *Legal 500 EMEA*, 2018-2019

Latest thinking and events

- Awards and Rankings
 - Hogan Lovells Paris improves its rankings in numerous categories in The Legal 500 EMEA France 2021
- ■ T&T Academy: Life without contact
- News

Retail and Consumer Goods

Fashion and Luxury Brands

Cosmetics and Personal Care Products

Consumer Product Safety Regulation

Education and admissions

Education

LL.M., The George Washington University Law School, 1999

Certificate in Comparative and American Law, Hofstra University School of Law, 1997

Maîtrise de droit in French Dispute Resolution, Université Nice Sophia Antipolis School of Law, 1996

Maîtrise de droit in International Law, Université Nice Sophia Antipolis School of Law, 1996

Memberships

APRAM

AIPPI

INTA

Bar admissions and qualifications

New York

Paris

- COVID-19 IP update: Intellectual Property Office developments (UK & EPO updated)
- Hogan Lovells Publications
 - IPMT Newsletter - Spring 2014 *Intellectual Property Alert*
- Hogan Lovells Publications
 - Intellectual Property Newsletter - December 2013 *Intellectual Property Alert*
- Hogan Lovells Publications
 - Intellectual Property Newsletter - April 2013 *Intellectual Property Alert*