



“the virtual reality and the object hyperlinking systems are part of the big trends”

INTERVIEW WITH

Alain Bensoussan

Managing partner, Cabinet Alain Bensoussan - Lexing

Leaders League. With 90 technology law professionals, Alain Bensoussan law firm is the largest IT / IP law firm in France. What makes you unique?

Alain Bensoussan. The specificity of our firm is that, since it has been founded, over 30 years ago, it supplies “Full Advanced Technological Services”.

The fate wanted that its creation occurred the same year as the French Data Protection Act of 1978. I was immediately enthusiastic, and therefore invested a lot of time on the subject of Computer Law, just emerging at that period. In this context, I naturally the law firm to Internet and Telecom Law, and more generally to IT law whatever the business sector.

Moreover, the firm constantly surveys concerning the development of new technologies, for instance in the fields of nanotechnologies, biotechnologies, alternative augmented reality, real or virtual, quantum computers, smart infrastructures or finally BYOD (Bring Your Own Device).

The firm relies on a team composed of technologist lawyers, who combine their knowledge of the technologies, of jobs associated to these technologies and the knowledge of the related specific applicable laws.

The fact that the activity of the firm is oriented towards « Full Advanced Technologies » and is organized according to the sectors of activity or fields of law applied to the technologies, allows it to have competencies and a specific expertise applied to the different fields of intervention.

Leaders League. How does Alain Bensoussan law firm address the international market?

A.B. Thanks to an approach started about 10 years ago, the firm founded a network of international technologist lawyers, whose expertise in IT law is recognized in their own country.

Member of the International Association of Lawyers (IAL) for years, I created and was the chairman of three successive Commissions: the Commission of Computer Law, then the Commission of Biotechnology and finally the Commission of the Rights of the Digital Person.

In this context I met lawyers specialized in my field of activity coming from all around the world. It allowed me to bind long-lasting relationship with correspondents in nearly all countries and to create the Lexing Network, the first international network of lawyers dedicated to IT law.

The international offer of the firm relies on both the Lexing Network and on its international correspondents.

Leaders League. What are the two trends in technology that you see for the future?

A.B. For the next three years, I would say the virtual reality and the object hyperlinking systems are part of the big trends.

Leaders League. Your international platform, Lexing, has a tech DNA. Can you tell us more?

A.B. Up to now, the Lexing network, Lexing is a trademark of my law firm, is present in 14 countries (France of course, Germany, the United Kingdom, Belgium, Canada, Spain, the United States, Israel, Italy, Lebanon, Morocco, Mexico, Norway and Switzerland) and is intended to grow. All the firms, members of the network, have been focused on IT law for many years.

The creation of the network is based on the same concept as the one of my law firm; indeed, it gathers lawyers who ally the knowledge of technologies, the knowledge of businesses and the law applicable to them.

The network lawyers work according

to a common approach, the goal being to provide both a legal and technological solution, compatible with the law rules of all countries.

We share a culture and common working methods so that we can develop either for our international or domestic clients having international needs the same services as those they are familiarized with locally.

We meet regularly and create privileged links which allow us to share the same values and to address a legal issue and find a coordinated and coherent solution applicable throughout each of the concerned countries.

Leaders League. Cloud Computing is a disruptive technology. How do you see this trend?

A.B. This technology allows companies to integrate even better their organization by enhancing the uses rather than the infrastructures. Equipment and infrastructures disappear virtually for the benefit of the applications.

As an example, what make the charm of a smartphone today are not its basic phoning capabilities but the set of applications and functions it allows to access to, and that are primarily promoted on the market.

The cloud computing allows the fluidity of the organization. So, the fact to be able to reach or connect the information system of your company, whatever your location, in a synchronous way, can constitute, indeed, an innovation breakthrough in the habits and the traditional organizations.

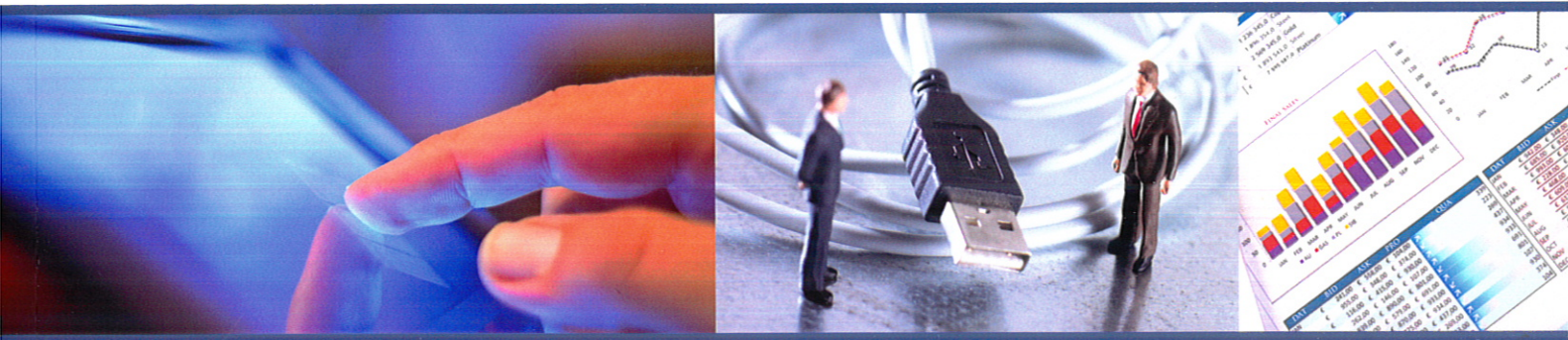
As an example, I can work wherever in the world with no need of a physical office within the company's premises, and thanks to this technology, I am an “anywhere lawyer”.

The cloud computing is a tremendous sharing tool for the Lexing network. ●



INNOVATION - TECHNOLOGY & INTELLECTUAL PROPERTY

HARDWARE - SOFTWARE - TELECOM - INTERNET - MEDIA - PHARMA



I - TRENDS

- TOP TRENDS IN THE INNOVATION & TECHNOLOGY P10
- INSIGHTS ON STRATEGIES & INTELLECTUAL PROPERTY P26

II - RANKINGS: BEST ADVISORS BY COUNTRY

INVESTMENT BANKS – VENTURE CAPITAL – LAW FIRMS – IP ATTORNEYS

UNITED STATES	P44	SPAIN	P87
CANADA	P52	SWITZERLAND	P90
BENELUX	P56	UNITED KINGDOM	P92
FRANCE	P62	BRAZIL	P96
GERMANY	P80	CHINA	P100
ITALY	P84		

III - TOP ADVISORS DIRECTORY

- 104. FINANCIAL ADVISORS
- 106. PATENTS & TRADEMARK ATTORNEYS
- 109. OTHER ADVISORS
- 110. LAW FIRMS



Dave BURKE
Android (Google)



Marc MOSSE
Microsoft



David JONES
Havas



Frederic COLLET
Sandoz



Gregg MARRAZZO
INTA



Bruno LE FEUVRE
WIPO



Elie GIRARD
Orange



Alfred CHAOUAT
Licensing Executives Society



Yann BURTIN
World Bank



Jessica SCALE
Logica



Dominique LEVENT
Renault



Pierre BON
LG Electronics



Benoît BATTISTELLI
European Patent Office

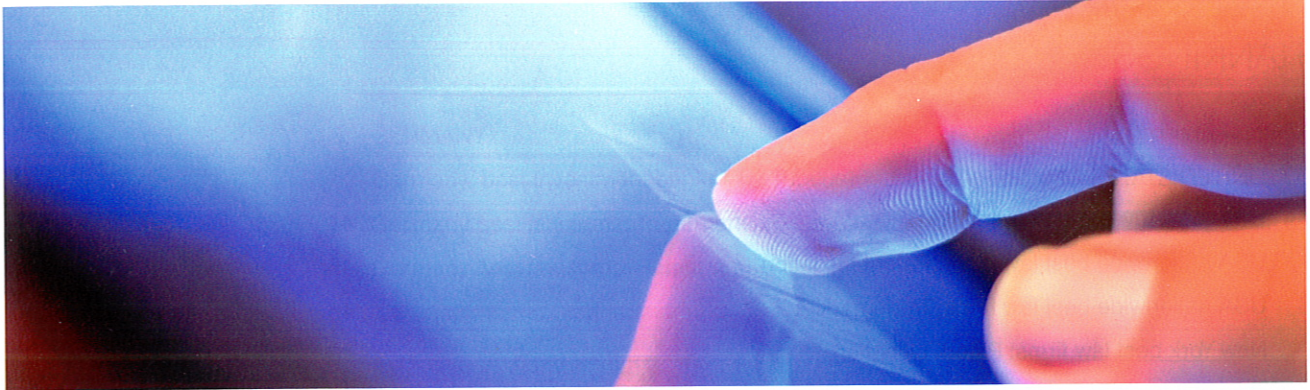


Stephane VanGelder
GNSO (ICANN)



Alain BENSOUSSAN
Lexing

CONTENTS



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INNOVATION & TECHNOLOGY TRENDS

Interview with Dominique Levent, Renault	9
1. Organizing open innovation	10
Interview with David Jones, Havas	11
Interview with Alain Bensoussan, Lexing	12
Interview with Daniel Kahn, Sabine Lipovetsky and Fabrice Perbost, Kahn & Associés ..	13
2. Hardware & devices : the connected house, a pipe dream no longer?	14
Interview with Pierre Bon, LG Electronics	15
3. Telecom: the awakening of emerging countries	16
Interview with Yann Burtin, MIGA - The World Bank Group	17
4. Telecom: different investment, better rewards	18
Interview with Elie Girard, France Télécom - Orange group	19
5. Pharma & bitotech: which market for biosimilars?	20
Interview with Frederic Collet, Sandoz France	21
6. The Information Systems' Manager (ISM): the battle for data security to safeguard the security of data	22
Interview with Jessica Scale, Logica France	23

STRATEGY & INTELLECTUAL PROPERTY TRENDS

1. Interview with Gregg Marrazzo, International Trademark Association (INTA)	26
2. Mapping the patent world in 2011 – the prevailing wind is coming from the east	28
Interview with Benoît Battistelli, European Patent Office (EPO)	29
Interview with Bruno Le Feuvre, World Intellectual Property Organisation (WIPO)	29
3. Intellectual protection: the difficult search for international harmonisation	30
Interview with Stephane Van Gelder, Indom / gNSO (ICANN),	31
4. Patents hit investment funds	32
Interview with Bernard-Louis Roques, Truffle Capital	33
5. Patents - a phoney war	34
Interview with Alfred Chaouat, Technicolor / Licensing Executive Society	35
6. IP & Couterfeiting : forum shopping in the vanguard of the battle	36
Interview with Marc Mosse, Microsoft	37
Employees' inventions under French law : the biter bit By Francine Le Péchon Joubert and Cédric Meiller, De Gaulle Fleurance & Associés	38
Interview with Pier Giovanni Giannesi, Pirelli & C.S.p.A.	39
Interview with Dave Burke, Google	33