

News release  
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## Soulie AARPI welcomes Laurie Balsan-Bondeau as Of Counsel

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Soulie AARPI is pleased to announce that **Laurie Balsan-Blondeau**, attorney-at-law and law professor specialized in industrial property, literary and artistic property, information and communications technologies (ICT) and personality rights, has joined the firm as **Of Counsel**.



Laurie focuses her practice primarily on intellectual property law (trademarks, patents, plant variety rights, designs and models, copyright and related rights), audiovisual law, personality rights, information and communication technologies and ancillary legal areas (including unfair competition and free riding), and acts both as advisor and litigator.

She assists, advises and defends French and foreign companies from all industries, including the audiovisual, IT and industrial sectors.

In contractual matters, she drafts, reviews and negotiates contracts that directly or indirectly deal with intellectual property, including all types of agreements concerning the acquisition and use of intellectual property titles, IT contracts, contracts related to audiovisual law, communications laws and the Internet (production, adaptation, broadcast, sponsorship, product placement, "network", "brand deals", "top creator", etc.).

Laurie also represents and defends clients in intellectual property disputes (*saisies-contrefaçon* - i.e. search and seizure to document and establish infringements of IP rights -, ownership claims, invalidity proceedings, applications for revocation of IP rights, defense against violations of personality rights, etc.), employee creations and intellectual property due diligence, including in connection with divestiture transactions and reorganizations.

With a Master's degree in business law and a PhD in copyright law, Laurie, as a Doctor of Law, lectures in several universities, engineering and business schools, and has been teaching different areas of business law for more than 10 years.

Member of several professional associations, including the AIPPI (the International Association for the Protection of Intellectual Property), Laurie is also mandated by the *Institut National de la Propriété Intellectuelle* (French Patent, Trademark, Design & Model Office) to carry out Intellectual property pre-diagnoses for businesses.

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