



# lavoix.

IP vibration

To make your Intellectual Property strategy an effective lever of **competitiveness**, LAVOIX has been working with you, whatever your sector of activity, for over 100 years.

**Intellectual property**



# STRATEGIC CHALLENGES FOR YOUR ORGANIZATION



## INTELLECTUAL PROPERTY

### **New technologies, Big Data, the rise of networks...**

In the knowledge era, companies are becoming increasingly aware of the growth engine that innovation represents and of the need to develop their intellectual assets. Not only to protect themselves, but also to evolve, to impose themselves on markets, to improve their return on investments...

Thus, just like other strategic functions, Intellectual Property has a direct impact on the competitiveness of your company, from its creation and at all stages of its development. Although economic pressure does not make the task any easier, a medium-term vision is nevertheless essential, requiring a detailed knowledge of the rights in this field, as well as their management methods and their evolution.

**Choosing to go with an expert such as LAVOIX is a real guarantee of sustainability for your company.** Together, let's move from a purely defensive attitude to a strategy of innovation and conquest.

### ● YOUR EUROPEAN PARTNER SINCE 1898: **LAVOIX**

**A pioneer in France and a leading player in Europe, LAVOIX has been assisting companies of all sizes and in all sectors for over 100 years.** As a true partner in their Intellectual Property strategy, LAVOIX covers all areas of this discipline: from patents to trademarks, including designs; from filing to litigation management; from customized services for large companies to support for innovative structures...



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attorneys at law, patent  
attorneys, engineers and  
lawyers, working in over 170  
countries.



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in major countries  
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### ● AN EXPERTISE RECOGNIZED BY THE SECTOR

**For several years, LAVOIX has regularly been ranked among the top companies in the profession (Managing IP, IAM1000, WTR1000, Leaders League...).** LAVOIX is thus recognized as a major player in Intellectual Property in France and in Europe.