



Marion Vidal-Lachaud

Partner in Jacobacci & Partners' Trademark Department, French Counsel in Industrial Property Law, Professional Representative before the EUIPO. Member of INTA, ECTA and APRAM Master 2 in Industrial Property (University of Grenoble II) Master 1 in Business Law (University of East Anglia)

Languages: native French, fluent in English

Areas of competence: Trademarks, Designs, Domain names

Office: Paris

Work experience

Marion practiced as French Counsel in Industrial Property Law in an expanding French IP firm for 11 years as a partner and deputy Head of the Trademark Department and practiced in an international law firm for 4 years. She also worked for the luxury industry.

She joined Jacobacci & Partners in 2022 as Head of the Trademark Department. Marion is a member of CNCPI Advisory Council and member of APRAM Governing Council. She contributes to publications, conferences about recent case law and trainings for future trademark attorneys (Round Tables for the qualification examination of the Trademark attorneys).

Professional focus

Marion has developed a significant expertise in trademark and design filing strategies and portfolio management, availability searches, prosecution/maintenance work, oppositions before the French Trademark Office (INPI), before the EUIPO and has developed a very pragmatic approach of solving trademark and design rights issues for major size clients.

She also works in coordination with a trustworthy network of IP counsels to enforce her client's IP rights worldwide.

Areas of expertise

Marion manages trademark, design and domain name portfolios of prominent companies and international groups operating in various fields such as hospitality, fashion, packaging, foodstuffs, scientific analysis notably.

The core of her practice is Industrial Property law (trademarks, designs), domain names (UDRP proceedings), copyright, due diligence, contracts related to Intellectual Property rights, litigation in the field of trademarks, designs and unfair competition.

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