



## Bertrand GEOFFRAY

Partner

***French & Swiss Intellectual Property Attorney***  
***European Trademark and Design Attorney***

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*Bertrand began his career in 1996 at Germain Maureau. He then worked for almost 8 years in the Legal & Litigation Department of the French Patent and Trademark Office and joined in 2005 an IP firm as trademark and design Attorney. In January 2014, he joined Germain Maureau and became Partner in January 2015. Bertrand regularly writes articles on intellectual property and has been the President of APRAM (Association of more than 1000 Experts in Trademarks and Designs law), from January 2012 to January 2014. He was Vice-President of the CNCPI (French Patent & Trademark Attorneys Institute) from 2021 to 2022. ). Bertrand has been President of the APRAM's commission for the Fight against Counterfeiting since January 2023.*

## Work Experience

- **Since 2014: Germain Maureau**

Partner, in charge of the Trade marks, Design and NTIC Departement of the Parisian Office.

French, Swiss & European Trademark and Design Attorney

*Area of expertise:* trademarks, designs / copyright, domain names (audit - litigation), contracts, litigation (infringement, invalidity, unfair competition ...)

- **2005 - 2013: Beau de Loménie**

French & European Trademark and Design Attorney

- **1997 - 2005: French Industrial Property Office (INPI)**

*Lawyer in Intellectual Property – Legal & Litigation Department.*

- Defending the decisions issued by the INPI before the competent Courts of Appeal.
- Negotiating of Legal texts relating to industrial property, before the European Union Council and WIPO
- Legal Support to the different Department of the INP
- Participation to the adoption of Laws and Decrees in France related to Industrial Property
- Cooperation with foreign Patent and Trade marks National Offices (China, Taiwan, Morocco, Algeria, OAPI)

- **1995 - 1996: Germain Maureau**

*Junior Lawyer*

## Qualifications

- French & Swiss Intellectual Property Attorney
- European Trademark and Design Attorney
- Master Degree in Industrial Property Law – New technologies Law

## Languages

- French
- English

## Professional Memberships

- French Patent & Trademark Attorneys Institute (CNCPI) –Vice-president of the CNCPI (2021/2022) and Former Secretary (2019/2020)
- Association of Trade Mark and Design Law Practitioners (APRAM). President of the commission for the Fight against Counterfeiting (2023), President (2012 and 2013) ; Vice-President (2010 and 2011)
- European Communities Trade Mark Association (ECTA)
- International Trade Mark Association (INTA)

## Teaching - Conferences - Publications

- Member of the Examination Board which certified the Trade marks Attorneys (2004 to 2012)
- Speaker during several conferences related to the Intellectual Property (APRAM, ECTA, Institut de Boufflers, Paris Bar Association...)
- Lecturer – Master Degree in Intellectual Property – University of Lyon (Since 2005) and Paris Dauphine (2018-2019).
- Author of the chronic “*Community Trade marks*” in the French Publication “*Propriétés Intellectuelles*” (2009 to 2013)