

# JEAN B. DEVAUREIX CREATES ITS NEW BOUTIQUE

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Devaureix IP is formed as a new firm and breaks into the sector focused on providing a high-level legal service in which the client becomes the center of the business. **Jean B. Devaureix**, as founding partner, not only gives his name to the firm, but also brings to it more than 20 years of professional experience as a specialist in litigation and intellectual property advice.

The firm, which already has a team of 6 professionals, was born from the desire to "give another approach to the profession". A decision that turns the law into a "more flexible and closer relationship with clients, with a vocation for training" in order to be an ally for clients and become a legal support.

The involvement, the individual and personalized treatment and the almost immediate attention of the lawyers of the firm by different means of contact, transforms the lawyer-client communication to take it towards a more fluid and transparent line.

Devaureix IP is presented in this new framework of action, acting as a law firm specialized in industrial property, intellectual property, unfair competition, know-how and technology transfer, in addition to differentiating itself by its involvement in patent litigation related to biotechnological and pharmaceutical products.

Jean B. Devaureix argues that "not only do you have to have good experts who can prepare in-depth, high-level expert reports, but as a lawyer you have to be able to understand the technology in order to be able to question the experts and write the briefs with full knowledge of the facts".

The lawyer began his professional career in 2001, in Fuentes y Maiquez Abogados, a generalist office where he developed his first skills in the procedural field. Later, in 2005, he worked as an associate in a historical firm specialized in industrial property, Socoro & Auto Abogados. After three years of extensive dedication, he took the opportunity to join Gómez-Acebo & Pombo as an associate, and in the summer of 2011 he began to lead the litigation area at PONS IP.

All this professional journey was the basis of countless successful cases such as the Messi trademark of the famous soccer player, which overturned the decision of the European Union Intellectual Property Office (EUIPO) to deny the trademark to the player due to the pre-existence of the same for identical and/or similar products. Likewise with the trademark Miley Cyrus, which had initially been refused by the EUIPO, due to the pre-existence of the trademark Cyrus, for similar products.

On the other hand, he has led several relevant patent lawsuits, obtaining the invalidity of granted European patents, Spanish with prior examination and without prior examination; for example, for the company Jofemar, in a patent infringement lawsuit and counterclaim for invalidity of the same, against Azkoyen, for a patent that protected an invention incorporated into a vending machine.

"I am convinced that this new way of working will make the firm grow and become a place where the lawyers who join can develop their vocation of service in a professional, respectful, cordial and friendly atmosphere", concludes Devaureix, thus highlighting the importance of a professional team that individualizes its client.