

David Masson

Partner



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Paris

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Overview

David Masson is a partner in the Paris office. He specializes in Intellectual Property, Media and Technologies.

His practice largely consists of providing advice and litigation on Intellectual Property and Information Technology law regarding the acquisition, enhancement and exploitation as well as defending such rights. David carries out both the civil and criminal proceedings for infringement of Intellectual Property rights including anti-counterfeiting and patents.

His expertise covers the fields of telecommunication, media, audiovisual, entertainment, music, luxury goods, life sciences and matters concerning Information Technology including data protection.

Experience

- Representing a leading multinational mobile company in a major ongoing patent litigation in France (on the merits and preliminary injunction) regarding the continuity of the sale in France of its products that are compatible with the UMTS Standard. Proceedings took place within the context of an international dispute.
- Representing an international group specialised in producing and commercialising natural ingredients, as a claimant in a patent infringement case.
- Advising the leader company in the worldwide orthopaedic medical technology in various renegotiations of existing license agreements or negotiation of forthcoming license agreements in the field of medical devices.
- Representing a Spanish company specialized in internet filter tools, before the Paris Court of Appeal after being sentenced by the Paris Commercial Court with respect to a dispute concerning the extraction of a database from a portal for children operated by a national telecommunications operator.
- Representing a leader in the field of mobile applications for telecommunications operators in the context of actions concerning patents and technologies infringements.
- Assisting and advising a provider of software solutions and associated services against a mobile phone operator in the context of matters following the termination of licence contracts.
- Assisting a French team competing for the 34th America's Cup world series.

Recognition

Among other independent market recommendations, Chambers Europe 2016 praises David for “the significant expertise [he brings] to the firm’s IP practice. Chambers Europe and Chambers Global rank David each year and highlight him for “gains plaudits for his media expertise and is praised by market sources for his sound advice”. They recognize him as “pragmatic, hard-working and efficient”.

Legal 500 2013 reports that he “is ‘a real pleasure to work with’”, WTR 1000 2016 describes David as a “Superb litigator”, while IAM Patent writes that “David Masson is adept at handling ownership disputes that commonly arise in France”.

The French directory Décideurs Stratégie Finance Droit praises in 2015 his “top-leading” activity in trademarks, designs, models as well as his “excellent” expertise for patent litigation and in the Internet field.

Insights

- "Le brevet unitaire, il faut saisir la balle au bond", *Les Cahiers de Droit de l'Entreprise*, March-April 2014
- "Les robots de Google peuvent-ils diffamer ou injurier?", *Les Echos*, November 2013
- David is quoted in the article called "Look out, Google is watching you", *The Times*, March 2012 "Healthcare special", in collaboration with Isabelle Leroux, *Lawyer Monthly*, February 2012
- David is quoted in the article called "La marque d'appel sur Internet est sanctionnée", *La Tribune*, March 2010
- "Auction site in the dock", *The European Lawyer* n°82, October 2008
- "Cybersquatting: le principe essentiel de la contradiction", *Expertises*, November 2007
- "Du bon usage des liens sponsorisés ou « adwords » entre concurrents", *Magazine Impulser*, November 2006
- "Site web attention à la déclaration à la CNIL", *Magazine Impulser*, September 2006
- "La responsabilité des prestataires Internet" in collaboration with Atty. Matthieu Berguig, *Les Echos*, September 2004
- "*Dictionnaire comparé du droit d'auteur et du copyright*", Contributor, under the direction of Mr. Cornu, I. de Lamberterie, P. Sirinelli, C. Wallaert, CNRS Editions, 2003
- "*Les créations immatérielles et le droit*", Contributor, under the direction of Mr. Vivant, Ellipses, 1997

Activities and Affiliations

Memberships

- Member of International Trademark Association (INTA)
- Member of French Association of Experts in Trademark and Design law (APRAM)
- Member of French Industrial Property Lawyers Association (AAPI)
- Expert of the *Club des Juristes*

Prior and Present Employment

- Joined Salans (now Dentons) in 2006
- Rambaud Martel, (1998 – 2006, Partner in 2004)
- Lecturer at Sciences Po (since 2009)
- Neutral before the WIPO (in particular for FRAND issues)

Areas of focus

Practices

- Intellectual Property and Technology
- Life Sciences
- Privacy and Cybersecurity

Industry sectors

- Communications
- Digital Media
- Information Technology (IT)
- Life Sciences and Health Care
- Luxury, Fashion and Beauty
- Media, Entertainment and Sports
- Technology

Education

- University of Montpellier I, 1997, PhD
- University of Montpellier I, 1993, DEA, in Droit des Créations Immatérielles

Admissions and qualifications

- Admitted to the Bar, Paris, 1998
- Certified in France as a specialist in Intellectual Property Law, France

Languages

- English
- French