

BUSINESS REPORT



DDG

DEPREZ GUIGNOT ASSOCIÉS

SOCIÉTÉ D'AVOCATS

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INTRODUCTION

We are pleased to present the new edition of DDG's Annual Report for 2025. We would like to take this opportunity to extend our heartfelt thanks to our teams of attorneys and legal professionals for their dedication and professionalism, to all the interns who have worked at DDG this year, and, last but not least, to the assistants and, more generally, the so-called "support" staff, who ensure our efficiency.

DDG, a leader in multiple fields with recognized expertise

DDG confirms and strengthens its position in the legal market. A leader: in AI law with the government's recent appointment of Vincent Fauchoux as

AI Ambassador; in advertising law, with the nomination of Frédéric Dumont as Lawyer of the Year (Best Lawyers 2026); in antitrust and European mergers, with the recognition by the Décideurs Magazine 2025 in the "Excellent" category of Philippe Bonnet and Jean-Christophe André; and in distribution law, with the recognition in this same

category for Olivier Guidoux and Jean-Christophe André.

But recognition comes first and foremost from our clients, who place their trust in us.

The DDG teams, led by their respective partners, are increasingly entrusted in cases involving significant legal stakes or litigation risks in IP, media law, IT and Data (with Frédéric Dumont, Aurélie Bregou, Vincent Fauchoux, Jean-Daniel Bouhenic, Annabelle Dalex, and Cyril Bedos and their teams), and labor law

and social security law (with Laurent Carrié and his team), business law (Jean-Christophe André, Olivier Guidoux, and Philippe Bonnet and their teams), and Corporate/M&A (Grégoire Guignot, Audrey Magny, and Ana Paula Reis Lopes and their teams). The arrival of Audrey Magny and her team in early 2025 has enabled us to strengthen our M&A and Private Equity transaction practice.

Placing AI at the heart of our lawyers' practice

AI is a key area of transformation for DDG. DDG has initiated an AI policy aimed at placing AI tools at the heart of the legal profession by encouraging their use while ensuring their application complies with lawyers' ethical obligations and professional secrecy.

The selection of the most effective AI tools, the implementation of a charter defining usage rules based on simple and intangible principles (transparency, respect for secrecy and confidentiality, the principle of verification and respect for third-party rights), the definition of use cases, and training in prompting techniques are the main pillars of this policy.

To this end, DDG has established a permanent working group dedicated to AI, composed of partners, associates, and staff, fully aware that transforming the practice of law through AI is not a one-day project but an ongoing endeavor!

DDG: Rigorous Management and Controlled External Growth

We in the legal profession now know that it's not just civilizations that are mortal! Law firms are just as mortal!

Recent events offer a very sad illustration of this with the demise of a highly prestigious Parisian law firm with nearly 400 lawyers, whose judicial liquidation has just been ordered by the court.

This reminds us that a law firm is not just a collective of talented and dedicated lawyers — it is a business that must have rigorous management, measured investments, profitability monitored at all times and controlled external growth.

This is what our CFO, his team, and the DDG Executive Committee have been working toward every week since the firm's inception!

We hope this new edition will help you better understand our vision, our organization, and our commitments, and that it will strengthen the trust you place in us.

We hope you enjoy reading it!

Laurent Carrié
Managing Partner

Frédéric Dumont
Managing Partner



**LOOKING BACK ON
2025**

Our firm stands out for its multidisciplinary and multi-sector approach, which allows us to meet the varied and complex needs of our clients.

This diversity enables us to leverage specialized expertise and apply best practices to each sector to address our clients' specific needs.

In this report, we invite you to learn about some of the projects DDG has carried out in collaboration with our clients.



Key figures



13
partners

AVERAGE AGE

53
years



26
lawyers

AVERAGE AGE

32
years

11
employees 

500
effective clients in 2025

1400
new cases

11 M€
in sales

OUR Teams

IP/IT & MEDIA



Vincent Fauchoux
Partner



Frédéric Dumont
Managing Partner



**Jean Daniel
Bouhenic**
Partner



Aurélie Bregou
Partner



Cyril Bedos
Partner



Annabelle Dalex
Partner



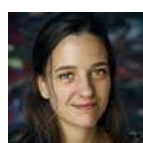
**Jean-Michel
Bruguière**
of Counsel



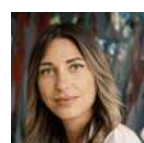
Constance Allain
Associate



Marine Camuset
Associate



Pauline Fournié
Associate



Anna Furst
Associate



Leslie Herail
Associate



**Catherine
Jankowski**
Associate



**Lucile Martin
de Montchalin**
Associate



Eva Durand
Associate



Bénédicte Peyrat
Associate



Anne Royer
Legal Assistant

HUBMARQUES



**Jacques
Beaumont**
Associate



**Alexandra
di Maggio**
Industrial Property
Attorney



Jessica Rocha
Legal Counsel



Sandrine Lamiel
Legal Assistant

BUSINESS LAW



**Jean-Christophe
André**
Avocat Associé



Philippe Bonnet
Avocat Associé



Inès Tekaya
Associate



Diem Tran
Associate



Rémi Achard
Associate



Matthis Caillot
Associate

BUSINESS LITIGATION



Olivier Guidoux
Partner



Marine Jardel
Associate



Alicia Pujol
Associate



Valérie Blanc
Legal Assistant

CORPORATE - M&A



**Ana Paula
Reis Lopes**
Partner



Grégoire Guignot
Partner



Audrey Magny
Partner



Lydia Brahimi
Associate



Isabelle Perron
Associate



**Étienne
Carbonnier**
Associate



Céline Letort
Legal Assistant

LABOR LAW



Laurent Carrié
Managing Partner



Clémence Alix
Associate



Carla Sollier
Associate



Perrine Clavaud
Legal Assistant

AND ALSO



Didier Dhuez
Chief Financial
Officer



Sonia Jendoubi
Office Manager



Lina Dos Santos
Accountant



Amina Khatar
Receptionist

OUR Skills

Intellectual Property



Competition



Business Litigation



Corporate M&A



Distribution & Consumer Affairs



Commercial Law



Media & Advertising Law



Labor Law



Management Shareholder-Employee Package



Private Equity



Product Regulation



Tech / DATA



Venture





A Multidisciplinary LAW FIRM

A few examples

IP & DIGITAL ECONOMY

Here are a few examples of cases handled by DDG in 2025 in the field of intellectual property and the digital economy.

Defense of Tediber in a dispute over unfair pricing practices.

DDG represented the French mattress manufacturer Tediber in a lawsuit against its German competitor Emma regarding unfair pricing practices. The Paris Court of Appeal ordered Emma to pay two million euros in damages to Tediber.



Representation of a major French agri-food company in an ERP-related dispute.

DDG represented a French agri-food giant in a dispute against a major ERP software publisher and in the negotiation of a settlement agreement including license security.

Advising Winamax in the online gaming sector.

DDG represents the online gaming operator, particularly in various disputes related to industry regulations.

Advising and assisting a professional association in the field of AI.

DDG advises a professional publishing association on issues related to artificial intelligence.

Supporting a client in the overhaul of the IT infrastructure across the Group.


DDG assisted a ready-to-wear group in contract negotiations aimed at overhauling its IT infrastructure, communication systems, and cybersecurity.

This contract organized the implementation of the new solutions across all of the group's stores, in France and abroad.

Assistance to a group in connection with a corruption investigation.

DDG assisted—alongside foreign colleagues—a private international group in connection with an investigation conducted against it by a foreign entity regarding allegations of corruption that allegedly preceded the assignment of a public contract in Asia.

The foreign entity bringing the claim, located outside the European Union, sought the disclosure of personal data concerning the company's employees and business partners, as well as the disclosure of various pieces of information constituting trade secrets.



Assisting a client in analyzing the risks associated with the acquisition of a company in liquidation.

DDG assisted—alongside colleagues specializing in restructuring – an international group in connection with the acquisition of a business unit from a competitor.

The analysis focused on identifying potential legal and contractual obstacles that could hinder the exploitation

of the targeted business unit and future projections. Our assistance continued with the drafting and structuring of the necessary assignments and licenses.

COMPETITION

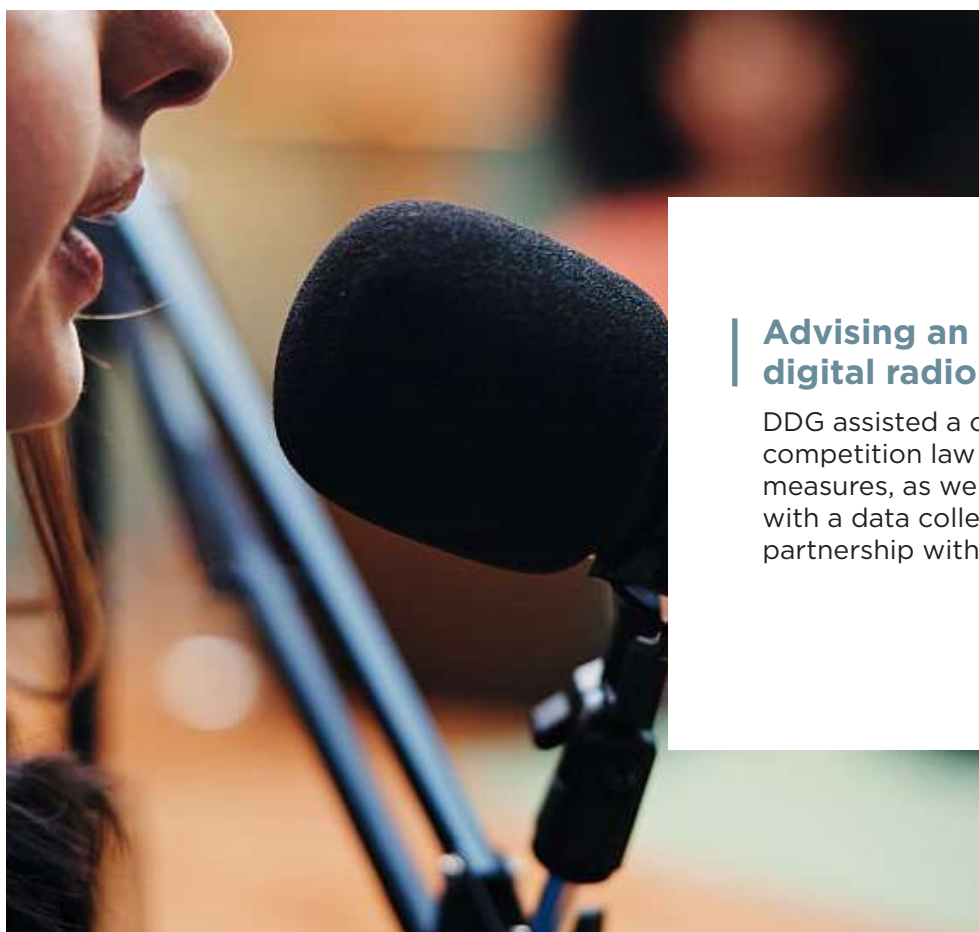
Some examples of cases handled in 2025 by DDG in the field of competition law.

Advising an audiovisual group on a merger project.

DDG advised its client on the antitrust aspects of creating a joint venture with one of its competitors in the radio advertising market.

Defending an entertainment services provider for the mobility industry.

DDG defends the interests of a client, who is the victim of anti-competitive practices in connection with the provision of audiovisual content to transportation operators.



Advising an operator of a digital radio platform

DDG assisted a client in implementing competition law compliance measures, as well as in connection with a data collection project in partnership with Arcom.

CORPORATE & M&A

Here are a few examples of cases handled by DDG in 2025 in field of Corporate and M&A Law.

Advising Socianova on the sale of 100% of its equity to Orisha.

DDG is advising Socianova, a software publisher specializing in the social and medical-social sectors, and its partners on the sale of 100% of its equity and voting rights to Orisha, a European multi-sector software publisher.

Socianova is recognized for its solutions dedicated to the management of disability and social services facilities in France, Belgium, and Luxembourg, ensuring better management of the user experience and simplified access to information.



Supporting the Arkanum PEF II investment fund in its investment in the Maelis Group as part of a primary LBO, alongside the founders, who retained a majority stake.

DDG acted alongside the Arkanum PEF II investment fund, which is dedicated to supporting French SMEs with high growth potential, to perform legal due diligence, structuring and negotiating the leveraged minority stake acquisition in the Maelis Group, which specializes in permanent laser hair removal and skin health for women and men, with the aim of expanding its network and diversifying its offerings.

Supporting Stella Management in the acquisition of senior living facilities.

DDG is advising Stella Management on the acquisition of the companies operating the senior assisted living facilities “Les Jardins d’Arcadie in Cenon,” “Les Jardins d’Arcadie in Émerainville,” and “Les Jardins d’Arcadie in Manosque” from JA Silver, to structure, draft, and negotiate the agreements. Stella Management, a recognized player in the senior living sector, is continuing its growth through the acquisition from JA Silver of three new senior living facilities, located in Cenon, Émerainville, and Manosque.

Accompagnement du groupe Emergence, dédié à l’urgence vétérinaire.

DDG is advising the Emergence Group, in partnership with Indigo Capital, which specializes in providing emergency veterinary care at patients’ homes or in

clinics emergency care, in connection with several external growth transactions aimed at ensuring its development and establishing a nationwide network in France and Europe.

Advising PeopleSpheres on its new funds of €5 million to accelerate its growth.

PeopleSpheres develops and markets an HR platform designed for SMEs, mid-market companies, and large enterprises to manage all HR SaaS software from a single interface.

DDG assisted PeopleSpheres with the legal aspects of this fundraising round.



Support in connection with an LMBO.

DDG advised the buyers in connection with an LMBO of a (structuring, financing, acquisition, management package, shareholders' agreement).

Advice regarding the acquisition of a group of companies operating in the wage portage sector

DDG assisted the buyer, a French company, in the acquisition of a group of companies operating in the wage portage sector (structuring, acquisition agreement, warranty).



Advising a Spanish company on the acquisition of a majority stake in a French company in the agri-food sector.

DDG advised the buyer, a Spanish company operating in the frozen food sector, in connection with the acquisition of a majority stake in a French company in the same sector (structuring, investment agreement, shareholders' agreement, management package).

DISTRIBUTION AND CONSUMER RIGHTS

Here are a few examples of cases handled in 2025 by DDG in the field of Distribution and Consumer Affairs.

Ban on promotional advertisements on television: DDG ensures Lidl complies with the decree of March 27, 1992, and secures a substantial award of damages against it.

On appeal, DDG secured a ruling for its client Intermarché ordering LIDL to cease all broadcasts of promotional content on television that comply with the decree of March 27, 1992, which prohibits retailers from broadcasting any television advertisements relating to promotional sales campaigns within the national territory. According to the ARPP, a product is exempt from this ban if it is not considered promotional, which requires that it be available on the retailer’s shelves at the same price for a minimum of 15 weeks. Between January 2017 and November 2023, Lidl continuously aired television commercials nationwide for non-food products, at a rate of one new product per week (a total of 374 promotions), all of which had the characteristics of promotional products due to their highly attractive prices displayed in large print, their exclusive availability at Lidl, and their very limited availability both in terms of time and in Lidl stores failing to comply with this 15-week period in approximately 70% of its stores.



The Court thus sanctions Lidl’s misconduct on the grounds of unfair competition and prohibits any television advertising that does not comply with this 15-week period (judgment of July 4, 2025).

Regarding damages, the Court applies the so-called “mirror campaign” compensation principle, which consists of assessing the harm suffered by the competitor based on the advertising expenses it will have to incur to counteract the strong customer-retention effect of these ads and to make up for the ground lost due to this distortion of competition, thereby ordering Lidl to pay Intermarché the sum of 43,364,000 euros in damages.

Comparative Advertising: DDG obtains a ruling stating that comparative advertising may not discredit the competitors being compared.

DDG secured a preliminary injunction against a large-scale comparative advertisement posted by Lidl on social media that touted the nationwide uniform pricing of its products, unlike its competitors, whom Lidl claimed applied different prices depending on the region—a practice Lidl argued was unfair («Lidl: No unfairness, the same price everywhere in France»).

This short humorous video, widely shared on social media and racking up over 24 million views in just 11 days, depicted Lidl’s competitors under fictional but easily recognizable names (Peuclair/Leclerc, JamaisMarché/Intermarché, Cherfour/Carrefour, Cherfour City/Carrefour City, Mald/Aldi), meeting in the dead of night in the utmost secrecy, in a scenario depicting a price-fixing agreement or cartel, during which they appeared panicked by Lidl’s single-price policy.

In an order dated December 4, 2025, the judge presiding over the summary proceedings noted that these comparative advertisements, despite their humorous and parodic tone, cannot be considered fair competition practices given their manifestly misleading and disparaging nature to the detriment of the targeted competitors, in light of the provisions of Articles L.121-1 and L.122-2 of the Consumer Code, and orders their prohibition.

The judge reiterates the applicable principles, namely that price comparisons are objective and lawful only if they relate to products that are strictly comparable in terms of their essential characteristics, and not merely to the satisfaction of similar needs. Otherwise, the consumer must be clearly informed of the factors that may justify a difference in the comparison results, in the interest of fair competition. The judge therefore ordered Leclerc to immediately cease the disputed comparative advertising, deeming it unfair and misleading.

Comparative Advertising: The judge in summary proceedings reiterates the need to compare products that are not only of the same nature but also substitutable in terms of price positioning.

In 2025, Leclerc ran a comparative advertisement comparing an average basket of products from its entry-level brand “Eco +” with Intermarché products, under the slogan “Eco +: France’s cheapest brand. E. Leclerc is on average 7.7% cheaper than Intermarché.”

This advertisement posed a problem in that the comparison was not made between competing products that were strictly identical in terms of product range, but between Leclerc’s entry-level products and certain private-label products from Intermarché... which the consumer was not informed of. Mechanically, these differences in Pricing for products that were not strictly comparable had the effect of distorting the results of the comparison.



Distribution network of leather goods.

DDG advised a major player in the leather goods sector on the restructuring of its distribution network in Europe. The main issues concerned compliance with the applicable rules regarding selective and exclusive distribution.

LABOR LAW

Here are a few examples of cases handled by DDG in 2025 in the field of Labor Law.



Audiovisual production: participants in television programs.

We represented an audiovisual production company in a dispute against participants in a television program, who claimed the status of performing artists. Participation in television programs sometimes gives rise to disputes over the legal classification of participants' contracts following the June 3, 2010, ruling by the Labor Chamber of the Court of Cassation known as the "Ile de la Tentation" decision of June 3rd 2009, which recognized the employment status of participants under the production company's direction.

This relationship of subordination is often difficult to prove and open to debate; consequently, there is a strong temptation for some litigants to claim the status of performing artist, whose contract is, under the Labor Code, presumed to be an employment contract, thereby avoiding the need to prove the existence of subordination.

Fortunately for production companies, the courts are vigilant.

In a case involving several individuals who participated in a television program whose premise was to film people over time in their daily personal or professional lives, the participants claimed, among other things, that they had acted as performing artists.

The Court of Appeals denied them the status of performing artists after finding that the plaintiffs did not play any role.

Executives of listed companies: DDG secures a ruling clarifying the Say on Pay regime regarding severance pay.

We represented a corporate officer who, having been dismissed for a reason entitling her to severance pay, was denied immediate payment on the grounds that the payment was subject to a decision by the shareholders' meeting, which was to be held one year after her dismissal! In listed companies, Say on Pay is a mechanism that places the board of directors' or supervisory board's policy supervisory board regarding compensation and various benefits (stock options, defined-benefit pension plans, non-compete indemnities, severance pay) **granted and paid** to corporate officers. This mechanism includes an **ex-ante shareholder vote** on the executive compensation policy for the current fiscal year (e.g., on the terms of a newly hired executive's contract) followed by a **post-facto vote** during the following fiscal year on the compensation components **granted or paid** to executives for the prior fiscal year.

According to this prevailing practice, supported by some legal scholars, when an executive was dismissed during fiscal year n, the severance pay was **paid** to them following a retroactive vote in fiscal year n+1, that is, during the fiscal year following the dismissal.

We challenged this practice and this legal position, which deprive the executive of the severance pay at the very moment he or she needs it, in a dispute involving a dismissed executive whom the company had asked to wait for the shareholders' meeting scheduled to take place one year after her removal, in order to hope to receive her severance pay.

On June 3, 2025, the Versailles Court of Appeal recognized for the first time the right of a dismissed executive of a publicly traded company to receive their severance pay immediately, without having to wait for a new ex-post individual vote by the shareholders in the following fiscal year

<https://lnkd.in/dWnw9tpp>

Employer Liability for an Employee's Actions: the bank's liability for embezzlement by its employee.

We represented a bank facing several civil liability claims brought by clients following embezzlement committed to their detriment by an employee holding the position of Director of Client Relations. This employee was neither an asset manager nor authorized to receive funds but was simply tasked with convincing new clients to open accounts with the bank and to transfer their assets there so that the bank could manage them and handle client relations.

This director took advantage of his close relationship with certain clients to have them hand over cash outside the bank, without the bank's knowledge, over a period of many years and in amounts totaling millions of euros, in exchange for handwritten receipts and by issuing them false account statements.

The courts held the bank liable, finding that the employee had used his position to facilitate the embezzlement.



URSSAF Audit: Abusive Use of Self-Employment.

During URSSAF audits, the union is regularly required to examine the status of independent contractors (self-employed entrepreneurs, AGESEA-registered authors, etc.) and, where appropriate, to reclassify the fees paid to them as wages subject to social security contributions.

We have assisted several clients in assessing the risks associated with the use of external service providers in anticipation of URSSAF audits.

The use of external service providers, which has risen sharply in companies over the past 20 years (self-employed individuals, sole proprietors, single-member companies, etc.), is often poorly understood because it falls under the purview of neither the human resources department nor the legal department, except when the contract involves a certain degree of complexity.

This results in situations where these service providers operate under conditions similar to those of employees.

This creates a civil risk of reclassification in the event of a dispute, a criminal risk in the event of a labor inspection, and a risk related to URSSAF.

Mapping, assessing, and mitigating these risks has become crucial for companies, especially since the DGT launched a national campaign in 2026 to combat the abusive use of self-employment.



Influencers: the distinction between modeling services and commercial influence.

We assisted a group in implementing a contractual strategy regarding commercial influencer contracts.

Sometimes, the advertiser or brand engages influencers to create and distribute content (commercial influencer services) for marketing campaigns during which photo shoots (modeling services) will be organized.

The coexistence within the same contract of these two types of services—the former (commercial influencer services) falling more under a service contract and the latter (modeling services) falling under the presumption of an employment contract—carries the risk of the contract being reclassified as an employment contract, with all the consequences that entails in the event of a dispute or audit.

We have recommended a contractual strategy to mitigate this type of risk.

PRODUCT REGULATION

Here are a few examples of cases handled by DDG in 2025 in the area of product regulation

Slaughterhouse regulations.

DDG assisted a company operating cattle and sheep in connection with an investigation conducted by the relevant regulatory authority, particularly regarding animal welfare and regulations specific to slaughterhouses.

We thus assisted the executives involved during a criminal hearing—no charges were ultimately filed.

Multinational food company.

Selected through a competitive bidding process launched by a multinational—one of the world leaders in the food industry—we won the bid and have now served for several years as the company's lead counsel on product regulations for all categories of food products manufactured and marketed by this operator.



Dietary supplements: influencer marketing campaign.

DDG advised a European pharmaceutical company on an advertising campaign for a line of dietary supplements on social media and through influencers.

This project enabled us to ensure the campaign complied with the regulations applicable to this type of product (claims, commercial influence, anti-gifting laws, and ethical guidelines for healthcare professionals).

THE DJE OFFER

The Outsourced Legal Department by DDG



How does DJE@DDG work?

The Outsourced Legal Department (DJE@DDG) is a service designed for SMEs and mid-sized companies, particularly in the communications, audiovisual, and cultural sectors. Composed of a team of specialized lawyers to address the company's legal needs, DJE@DDG supports its clients on a daily basis in the legal management of their operations. We primarily handle commercial law, intellectual property law, consumer law and economic law.

What are the benefits of using DJE@DDG?

DJE@DDG prides itself on being agile and responsive. Composed of 2 to 3 attorneys, including a partner as the key contact, the team is available at all times to provide a quick response. Fully integrated into the client's operations, DJE attorneys have a thorough understanding of the clients they serve and propose creative solutions well in advance to streamline project execution.

How does the collaboration with DJE@DDG work?

DJE@DDG works closely with senior management, sales/marketing departments, and production managers to understand the industry's codes, constraints, and customs for your business. We advise and support our clients in the decision-making, verify that your projects comply with regulations, bring them into compliance, and assist them in negotiations with your clients and suppliers. We also handle labor and corporate law matters as needed.

How is the cost of DJE@DDG determined?

The cost of the DJE is an all-inclusive flat fee that can be adjusted based on changes in the client's activity. This flat fee, which includes the average cost of the attorneys involved, simplifies the relationship. Regardless of the seniority of the attorney handling the request within the DJE, the final cost remains the same.

KEY POINTS

The DJE offering is designed for:



Small and medium-sized businesses



Companies seeking daily support from experts



Companies with few or no in-house legal staff



Advertising, media, and communications are the sectors of focus for DJE's services

In 2025, DJE saw its business volume increase by 10%. This approach by DDG's attorneys continues to be highly valued by the communications, influencer, and audiovisual production sectors.

- ▶ **This involves day-to-day support.** More than **400 projects** —including communication campaigns, influencer marketing initiatives, and film shoots in France and abroad— have been reviewed and supported by DJE's attorneys.
- ▶ **DJE is also very proud to have supported the agency Romance and the advertiser Intermarché** in the production of the incredibly successful 2025 holiday season ad "The Unloved Wolf."
- ▶ **We continue to grow.** Several **new players** in the fields of influencer marketing and content creation **have signed up** to benefit from our services.
- ▶ DJE@DDG is a specialized service model that has been in **constant development** since its creation



**DDG,
a collective**

Committed teams at your side.

DDG Events



Conference “AI & Creation: AI in the creative process—an ally or an alien?”

During the AI Summit on February 10 and 11, 2025, Vincent Fauchoux spoke at the conference “AI & Creation: AI in creation, an ally or an alien?” organized under the patronage of the Élysée Palace, by the creative industries club we are_, the Federation of Haute Couture and Fashion, the ILAAI (International Law Association for Artificial Intelligence), founded by the law firm DDG, the IFM (French Institute de la Mode), Dauphine-PSL University, and the Prairie Institute.

Leading companies, specialists, and AI experts gathered to discuss practical applications of AI and creativity, as well as major economic, legal, and philosophical issues.

DDG Attends INTA 2025 in San Diego.

Vincent Fauchoux and Frédéric Dumont attended the annual meeting of the International Trademark Association (INTA), the premier global event for intellectual property professionals.

This major gathering keeps DDG at the forefront of innovation in the fields of trademarks, patents, designs, and technology law.



News Morning dedicated to Designs and Models

On March 25, 2025, Annabelle Dalex co-hosted, alongside Jean-Michel Bruguière and Alexandra Di Maggio, a morning session on design law focused on the applied arts, design, fashion and luxury sectors.

This session provided an opportunity to examine the main developments in the applicable legal framework and analyze their practical implications for rights holders and economic stakeholders.

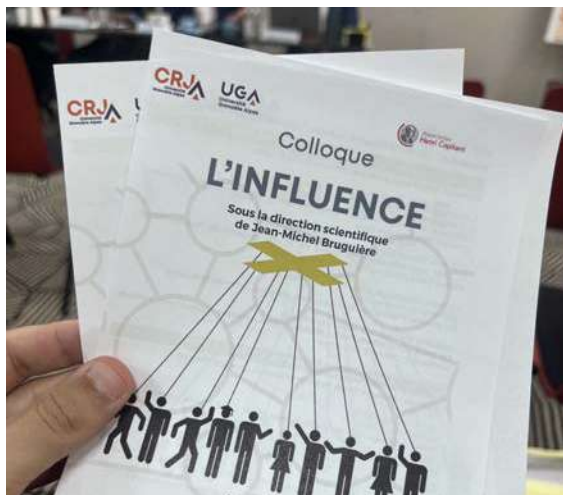
OUR EVENTS

Attendance at the 2025 AEA Congress in Madrid.

A dynamic gathering of law firms from around the world, all united by a shared passion for cross-border legal collaboration, attended by Philippe Bonnet and Alicia Pujol on May 22 and 23, 2025.



Opening remarks by Jean-Michel Bruguière at the Symposium on Influence at the University of Grenoble Alpes, organized under the auspices of the Henri Capitant Association, on May 27, 2025.



Presentation by Vincent Fauchoux at the Innovation & Law meeting, organized by the Ministry of the Economy, Finance, and Industrial and Digital Sovereignty to share

feedback on the practical implementation, within our firm, of the Predictice artificial intelligence solution, designed for legal professionals—both attorneys and legal advisors.

On this occasion, two fundamental priorities were highlighted for law firms:

- Ongoing training for our teams in these new AI tools, which are still too often underutilized despite their considerable potential,
- The need for a proactive, innovative yet responsible policy, grounded in internal ethical guidelines, to ensure compliance with our: confidentiality, accuracy, due diligence, and professional ethics.



2025 Luxury and Creation Summit - Artificial Intelligence, Creation, and Transmission

Vincent Fauchoux participated in the 2025 Luxury and Creation Summit, which was held in Paris on Thursday, June 19, 2025, on the theme of “The Transmission of Luxury in a Changing World.”

He spoke on the legal, ethical, and creative challenges of artificial intelligence in the luxury industries.

This technology, still emerging in some workshops but already strategic for

other houses, profoundly challenges our relationship to creation, to the creator, authenticity, and intellectual property—all challenges we address on a daily basis in our practice.

This summit brought together key industry players to discuss a central question: how can we preserve and pass on the essence of luxury in a world undergoing profound change?

DDG participated in the 14th edition of the Enfants sans Cancer race

On Sunday, September 28, DDG ran at Parc de Saint-Cloud for the 14th edition of the Enfants sans Cancer, organized by the Imagine for Margo association, which since 2011 has been conducting awareness-raising, mobilization, and fundraising initiatives to help develop specific, innovative, and more effective treatments for children with cancer.

DDG reaffirms its commitment to solidarity and its active support for medical research. 100% of the donations collected were donated to innovative research programs,

selected as part of the upcoming Fight Kids Cancer call for proposals.

Since its inception, this initiative has already funded 38 research programs and raised over 30 million euros in four years to advance science and save lives.

Cyril Bedos participated in the roundtable discussion “Commercial Influence and the Protection of Young Audiences: Where Do We Stand?” during the morning session organized by the ARPP and the Observatory on Responsible Influence on September 30.



OUR EVENTS

DDG in Berlin for the 43rd ECTA Annual Conference!

Frédéric Dumont and Jean-Daniel Bouhenic attended the European Communities Trade Mark Association (ECTA) conference, held June 18-20, 2025, in Berlin.

This premier event brings together intellectual property professionals from across Europe to discuss key developments in trademark law, design law, and intellectual property more broadly.

An exciting opportunity to share ideas, strengthen international ties, and engage with the future of intellectual property practice.



DDG After-Work Event with Alexia Barrier

On October 16, DDG was pleased to welcome sailor Alexia Barrier, skipper of The Famous Project CIC, who presented her extraordinary challenge: attempting to break the round-the-world sailing record on a maxi-trimaran with an all-female crew. Alexia developed her project, secured

partners and funding, and assembled a team both on board and ashore. DDG supported her throughout this phase as a technical partner.

Alexia and the seven other sailors set sail from Brest on November 29 to compete for the Jules Verne Trophy, a human and maritime adventure in pursuit of an unprecedented record!





DDG was at the “Follow Me” trade show on November 3 and 4, 2025, at the Palais des Congrès in Paris.

The first trade show for European professionals in influencer marketing, digital creation, and social commerce.



Vincent Fauchoux was appointed by the Government as AI Ambassador.

On November 13, Vincent Fauchoux was appointed AI Ambassador by the Ministry of Artificial Intelligence and Digital Affairs and the Directorate General for Enterprise, as part of the national program “Dare to Embrace AI.”

His role? To raise awareness, explain, provide support, and convey the needs from the field, to help businesses adopt artificial intelligence in an accessible, useful, responsible, and secure manner.

A very concrete mission, serving the economic ecosystem.

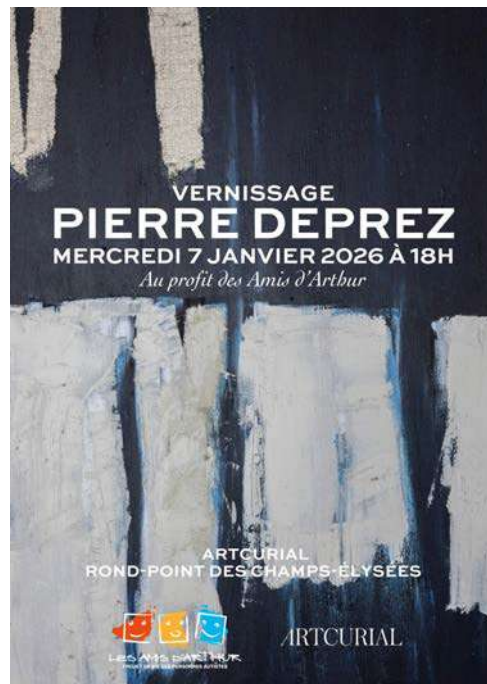
This appointment builds on the work Vincent has been leading for over two years: the creation of the ILAAI, which today brings together AI-specialist lawyers from around the world; his play “Leonardo’s Oath,” dedicated to the ethical challenges of AI-assisted innovation and creation, as well as legal training and operational support for companies seeking to integrate AI under the right conditions.





Pierre Deprez Exhibition Opening to Benefit the Friends of Arthur

On January 7, 2026, DDG attended the opening of Pierre Deprez's exhibition at Artcurial. All proceeds from the sale of the paintings and the Catalogue Raisonné of Pierre Deprez's works were donated to the association Les Amis d'Arthur to support and fund their initiatives.



DDG at the conference “Intellectual Property and Ecological Transition”

DDG attended the symposium “Intellectual Property and Ecological Transition” organized by the University of Avignon on November 28 and 29, 2025.

Jean-Daniel Bouhenic and Jean-Michel Bruguière spoke, respectively, on the legal framework for upcycling and on the adaptation of contracts.

While the ecological transition is clearly both a necessity and an urgent priority, research on intellectual property in this area is scarce. The aim of this conference was therefore to bring together intellectual property specialists and

professionals facing environmental challenges for a cross-disciplinary discussion that is both theoretical and grounded in practice.



DDG TRAINING

Since October 6, DDG has been offering practical and operational legal training on AI, designed for companies across all sectors: “AI & Law: Manage Your Risks, Anticipate the AI Act.”

Goal: Equip your teams with the tools they need to deploy AI in a compliant, secure, and ethical manner, without stifling innovation.

On the agenda:

- European AI Act: Legal Framework and Obligations to Anticipate
- Intellectual Property & AI: Data, Models, and User-Generated Content
- Internal governance and supplier relations
- Code of Best Practices and Legal Liability

Annabelle Dalex spoke at the Fondation de l’Avenir to provide comprehensive training on the fundamentals of intellectual property law.



And also our DDG Events

DDG places particular importance on the wellbeing of its members at the firm. As such, we regularly organize internal events bringing together firm members (after-work gatherings, sporting events, etc.).

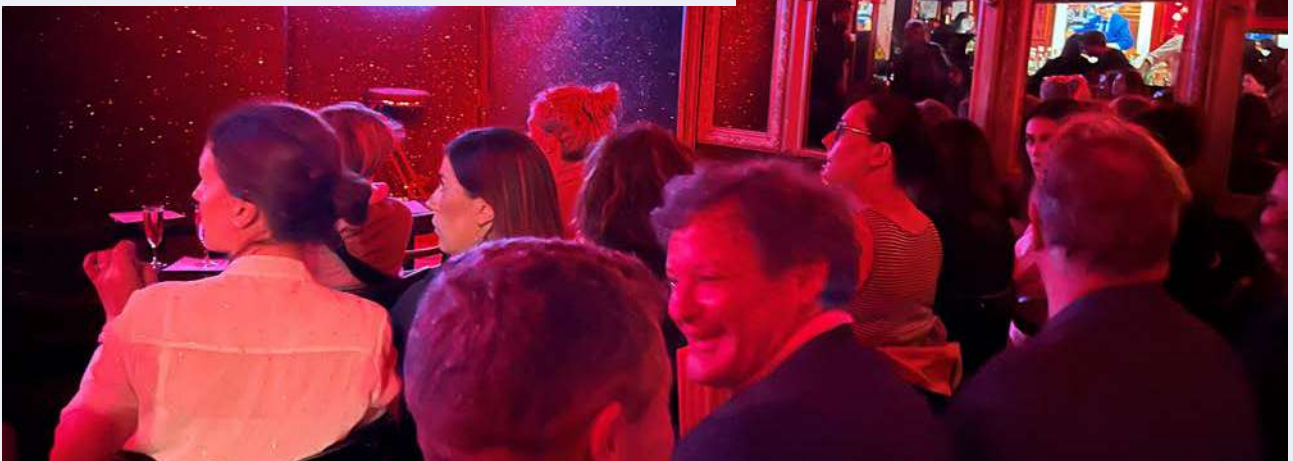
MARCH 4

Mardi Gras Party



JUNE 5

Stand-Up Night at the Michou Comedy Club



JUNE 19

Dolce Vita Night



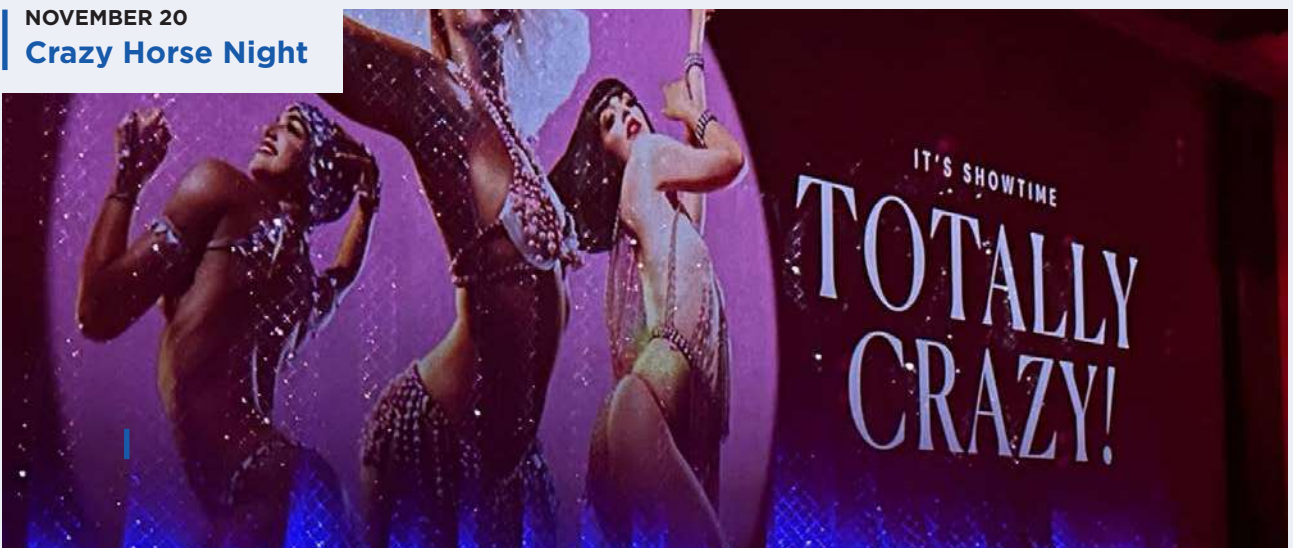
JULY 9

Summer Party



NOVEMBER 20

Crazy Horse Night



DDG Guest

Awards

| JANUARY 23

“The Podcast” with Anne Emmanuelle Kahn, Professor at the University of Lyon 2 and member of the CSPLA.

| FEBRUARY 18

“Press Roundups (Between Competition Law and IP Law)” with Camille Madi, Doctor of Law – General Secretary of the LAMY Editorial Board – Digital Law.

| APRIL 8

“Current Issues in Video Game Law” with Phillipe Mouron, Professor at the University of Aix-en-Provence.

| MARCH 19

“Current Developments in Copyright and Related Rights” with Jean-Michel Bruguière, Professor at the University of Grenoble, Of Counsel at DDG.



| OCTOBER 5

“The Relationship Between Unfair Competition Claims and the Unfair Commercial Practices Regime Following the of the Commercial Chamber of the Court of Cassation on May 14, 2025” with Professor Jérôme Passa, Director of the Master 2 in Literary, Artistic, and Industrial Property at Paris 2.

| NOVEMBER 26

“The Protection of the Name and Image of Iconic Cultural Assets” with Cécile Anger, Legal Counsel and Head of Brands, Sponsorship, and Partnerships at Mont Saint Michel.



| DECEMBER 11

“Current Developments in Trademark Law” with Professor Yann Basire, Director of CEIPI.



DDG Green



2025 Sustainability Report

Our first commitment report formalizes a responsibility initiative driven by all our teams, in line with the values that have defined our identity since 1987.


Designed as a tool for transparency and dialogue, this document outlines the firm's commitments in social, societal, and environmental matters.

It highlights the concrete actions already implemented, the areas of improvement identified, and our commitment to embedding the practice of law in a dynamic of positive impact in the long term.


Our report is available to download on our website.


Our eco-responsibility practices.

DDG is committed to improving its practices and has implemented several measures to achieve quantifiable goals. We have undertaken a series of measures aimed at reducing our environmental impact, such as:

 **Responsible procurement,** by working with suppliers committed to a progressive ecological and social transition,

 **A drastic reduction in our consumables,** such as printing and plastic bottles,

 **Sustainable mobility** promoted through the use of bicycles and public shared for travel by firm members,

 **More sustainable IT solutions,** such as eliminating desktop computers, using the cloud, and online messaging.

Publications

2025

Publication of the White Paper “Carve-out in France,” co-authored by Grégoire Guignot, partner at DDG, and Fabian Guérout of the law firm fg.avocat.

A carve-out is a transaction involving the separation of one or more assets from a company or group; often a complex process, the carve-out is a major strategic tool for creating value.

This eBook was designed to provide a clear and structured overview of the strategic, legal, social, and tax issues associated with these complex transactions

Whether you are an executive, investor, lawyer, or financial expert, we hope this information will help you

better understand your carve-out projects and ensure their successful implementation..

> *The White Paper is available to download on our website.*



Publication of the English-language guide “Brand Protection Online (France),” co-authored by Vincent Fauchoux, Partner, and Leslie Herail, Associate, and published by Practical Law Global (Thomson Reuters), a prestigious international legal publisher.

This guide addresses a strategic issue for our clients, who are increasingly confronted to online infringements and digital counterfeiting. Drawing on its expertise, DDG supports trademark owners by offering tailored and effective legal solutions.

The guide provides an overview of the main tools available under French law (domain name procedures, litigation, trademark use in online advertising, and the liability of platforms and marketplaces).





Tribute to Pierre Deprez, founder of DDG, in Légipresse Special Issue No. 71

DDG is pleased to have contributed to a special issue of Légipresse magazine dedicated to its founding partner, Pierre Deprez.

Through contributions from various law firms and specialized legal professionals, this issue highlights the breadth of his areas of expertise: press, advertising, intellectual property, media, new technologies, competition... all subjects on which Pierre left his mark as a distinguished attorney.

The contributors—his partners, colleagues, clients, and friends—sought to reflect the remarkable creativity that defined him through this publication.

Industrial Property No. 7-8 (July-August 2025) LexisNexis, Article 11: “Hermès scarves are not waste!”

This study examines the boundaries emerging between virtuous upcycling and infringements of intellectual property rights, in light of the judgment handed down by the Paris Court of Justice on April 10, 2025, and new trends in the circular economy.

A study by Jean-Michel Bruguière, Jean-Daniel Bouhenic, and Marine Camuset.



Interview with Annabelle Dalex for Le Figaro

As part of an article dedicated to these new forms of counterfeiting that are shaking up the world of luxury and cosmetics: knockoffs, clones, and other “knockoffs.” Article by Stéphane Kovacs.

Awards

We would like to extend our warmest thanks to our teams, our colleagues, and of course our clients for the numerous awards received by the firm in various national and international law firm rankings.

BEST LAWYERS 2026

Frédéric Dumont named “**Lawyer of the Year**” in advertising law by **Best Lawyers 2026**. Several DDG attorneys were also recognized in the annual ranking:



Frédéric Dumont
in Entertainment Law,
IP Law & Media Law



Vincent Fauchoux
in Information Technology Law
and IP Law.



Jacques Beaumont
in IP Law.



Jean-Christophe André
Best Lawyer in
Regulatory Practice



Annabelle Dalex
Best Lawyers “Ones to Watch” in
IP Law.

Chambers and Partners

DDG has once again been recognized in the ranking **Chambers and Partners 2026**.



Frédéric Dumont has been ranked in Band 2 in the TMT and Media category, a recognition that attests to his expertise and commitment to our clients.
“Frédéric Dumont of the firm Deprez Guignot Associés has a practice that encompasses advisory, transactional, and litigation matters in the audiovisual and advertising sectors.”
Strengths: his responsiveness and agility. He is very quick to make decisions and highly creative in litigation.”



Vincent Fauchoux recognized for his excellence in trademarks and copyright.
“Vincent Fauchoux of the firm Deprez Guignot Associés regularly assists clients in the luxury and fashion industries with litigation related to trademarks, copyrights, and designs, as well as in matters of counterfeiting.”
Strengths: reliable and accessible.”

In 2025, The Legal 500 recognized DDG's excellence in several practice areas.



- **TOP TIER FIRM** - Media and Entertainment: Advertising
- **TOP TIER FIRM** - Luxury Goods



Frédéric Dumont

is inducted into the Hall of Fame in the field of advertising.



Annabelle Dalex

is among the new generation of partners in the luxury goods category.



Jean-Christophe André has been recognized as a leading partner in the food sector.



Vincent Fauchoux

recognized as a leading partner in the luxury goods sector.



Congratulations to **Inès Tekaya**, also mentioned and recommended alongside Jean-Christophe André.

Leaders League

DDG is proud to once again be recognized in the **2025 Lawyers Ranking by Décideurs - Leaders League!**



DDG's expertise has been recognized as:

- **Key Areas:** Luxury & Fashion, Litigation involving trademarks, designs, and models
- **Excellent:** Antitrust, Distribution Law, Mergers & Acquisitions, Digital Platform Law, Advertising & Marketing, Broadcasting, Radio, Press, Online Gaming & Betting
- **Well-known:** IT, Software & Digital Projects, Data & Cybersecurity, Sports, Brand, Design & Model Portfolio Management, Art Market, Lower Mid-Cap & Small-Cap LBOs, Mergers & Acquisitions, Commercial Litigation, Collective Bargaining and Labor Relations
- **Renowned practice:** Restructuring, layoff plans and related litigation, Capital transactions, Joint ventures, Wines & spirits

This recognition reflects the trust of our clients and the exceptional commitment of our teams.

Partnerships



DDG supported and advised Alexia Barrier on the organization, implementation, and execution of the challenge.

The Famous Project, an attempt to set the **Jules Verne Trophy** record with an all-female crew, sailing around the world on the Maxi-trimaran Ultim.

The triple challenge of The Famous Project:

- **Athletic** - Set a record time for an all-female crew,
- **Human** - Inspiring future generations by promoting gender equality, pushing personal limits, and working as a 100% all-female crew,
- **Global** - To inspire and showcase a human and technological prowess in the heart of the oceans to the world.

DDG is also a sponsor of the **4myplanet Association**, a nonprofit organization founded and led by Alexia Barrier, which has been working for nearly 20 years to ocean conservation through scientific, technological, and educational initiatives. The firm supports the association with all its legal needs.

This multi-year pro bono partnership with Alexia Barrier, **The Famous Project et l'Association 4myplanet** is an exciting adventure that has allowed us to combine DDG's expertise with a unique, socially conscious, and unifying sports project for our teams, while supporting educational initiatives aimed at protecting the oceans.





The 8 sailors from The Famous Project CIC have arrived in Brest!

On Monday, January 26, 2026, DDG was on hand to welcome Alexia Barrier and her seven teammates.

The sailors of The Famous Project CIC made history by becoming the first all-female team to complete a non-stop, unassisted round-the-world voyage in a multihull.

Alexia Barrier, Dee Caffari, Annemieke Bes, Rebecca Gmür Hornell, Deborah Blair, Molly LaPointe, Támara Echegoyen, and Stacey Jackson crossed the finish line of the Jules Verne Trophy on their IDEC SPORT maxi-trimaran in 57 days, 21 hours, and 20 minutes, setting the first all-female benchmark time—a prowess never achieved before.

DDG is proud to have supported this extraordinary human and sporting adventure. This collaboration embodies our values of boldness and team spirit, as well as our commitments to gender equality and greater environmental responsibility.



Partnerships

(CONTINUED)

DDG is supporting and advising Pablo Esquivel, a 26-year-old piano prodigy

from Costa Rica and a graduate of the renowned Juilliard School of Music in New York, as he launches his international career and his debut album, “Being of a Flower,” released on April 25, 2025, on all streaming platforms.

DDG is particularly proud to support this internationally renowned talent during this pivotal phase of his artistic career, and to provide Pablo with comprehensive legal support so that he may achieve dazzling success commensurate with his artistic talent, within a fully managed and secure legal framework.

Through this initiative, DDG reaffirms its commitment to creators and professionals in the music and entertainment industries, emphasizing innovation and support for emerging talent. Pablo Esquivel’s album, which draws on a highly melodic compositional style demonstrates a unique musical sensibility, inspired by both classical tradition and contemporary influences.

DDG is committed to improving autism care.

Since its founding in 2004, DDG has supported the association “Les Amis d’Arthur” which aims to help people with autism — children and adults — and to improve their living conditions and their integration into our society. “Les Amis d’Arthur” has raised and distributed more than 3.5 million euros.

The association operates at zero cost, thanks to DDG covering its operating expenses, which means that every euro raised is a euro redistributed.

As it does every year, DDG attended the association’s annual gala, which took place on April 2, 2025, at the Cercle de l’Union Interallié.



Partnerships

STUDENTS

As it does every year, DDG supports students!

In 2025, a partnership was established with the Master 2 program in “Literary, Artistic, and Industrial Property” at Paris II Panthéon-Assas University, led by Professor Jérôme Passa.

Thanks to this partnership, students have benefited from support in entering the professional world through (i) internships at DDG, (ii) access to internal conferences

“DDG Guest,” initially reserved for DDG employees, and (iii) increased visibility, thanks to the “Thesis of the Month” program, which highlights a student’s research work.

Vincent Fauchoux and Annabelle Dalex also spoke at a meeting organized by a client with students in the Master 2 Industrial Property program at Paris II Panthéon Assas University. This presentation was part of an effort to share experience regarding of intellectual property and litigation within a law firm.



DDG, French partner of the “Google Legal Summer Institute” (LSI) program

Our participation, since 2019, is part of the firm’s commitment to Corporate Social Responsibility (#CSR) initiatives.

The LSI is a remarkable initiative offering a diverse group of law students an immersive experience at Google, enriched by summer internships at partner law firms. Its primary goal is to facilitate access to legal careers within technology companies while promoting #Diversity and #Inclusion.

We would like to express our gratitude to Google and all the partners involved for their concerted efforts in implementing this program. Our thanks also go to the students for their dedication and passion.

We believe in the importance of initiatives such as the LSI in shaping the future

in the legal profession, and we look forward to seeing the careers these talented students will pursue.



