



NEWS RELEASE

**UGGC Avocats strengthens its IP-IT department  
with the integration of the teams of the ATurquoise law firm,  
founded by Anne-Marie Pecoraro**

- **UGGC Avocats, a leading business law firm, further strengthens its positions in intellectual property, entertainment, and information technology law, with the arrival of Anne-Marie Pecoraro and her teams. She was the founder and a partner of the ATurquoise law firm.**
- **Anne-Marie Pecoraro has more than 25 years of international experience in intellectual property, media and information technology law. She will bring her knowledge and skills to the IP-IT department, currently led by Corinne Khayat and Elisabeth Logeais at UGGC Avocats.**
- **By combining their talents, they will create a unique offer and strengthen the firm's historical positioning by covering all of their clients legal needs in France and abroad.**

**Paris, August 2020** – UGGC Avocats, an independent French law firm specializing in business law, announces the arrival of Anne-Marie Pecoraro, founder of ATurquoise law firm, as a partner in the IP-IT department.

**The integration of a renowned team in media, audiovisual and entertainment law**

With 25 years of experience serving clients of all sizes and types (corporate groups, multinationals, start-ups, associations, trade unions, foundations, artists, fashion designers, production companies, etc.), Anne-Marie Pecoraro has been advising and litigating on all legal aspects of intellectual property, trademarks, new technologies and the exploitation of personal data, in a wide range of sectors including industry, entertainment, media, fashion, luxury goods, licensing, audiovisual, entertainment and music. She also advises prestigious French and international clients, particularly in the United States, Europe (Paris, Milan, Rome, Brussels) and Asia (China, Hong Kong, Singapore). Furthermore, throughout her experience, Anne-Marie Pecoraro has also developed cross-disciplinary skills, particularly in the strategic support of communication programs.

Taking into account the marketing, economic, financial and legal aspects of the entertainment industry, Anne-Marie Pecoraro's team - with Rodolphe Boissau - brings together experts recognized for their customized service offers. She has an excellent international reputation and is highly recommended for the coordination of international files. She has notably defended high-profile companies in the fashion, luxury goods, television and film, music and IT sectors, such as American studios, NGOs, associations, as well as numerous

personalities and celebrities.

### **A merger based on a business synergy reinforcing the range of expertise of UGGC Avocats.**

Since its creation in 1993, UGGC Avocats has been involved in high level and market-recognized areas of expertise (corporate law and mergers and acquisitions, public business, employment, bankruptcy, real estate, competition and distribution law, as well as intellectual property and health law). UGGC Avocats is one of the few French law firms that have an autonomous international capacity for action thanks to its offices in Europe (Paris, Marseille and Brussels), Africa (in Casablanca, where Corinne Khayat's practice in competition and intellectual property law is recognized), Asia (China, Hong Kong) and South America (Brazil).

UGGC Avocats' teams offer the profile of the lawyers of tomorrow, ready to overcome all market transformations and offer a range of cutting-edge and complete expertise, focused on global strategic support. This environment was the catalyst to the meeting of Corinne Khayat, Elisabeth Logeais and Anne-Marie Pecoraro: three women with strong convictions.

*“Corinne, Elisabeth and I share a certain energy and a common vision of a cross-functional, dynamic and progressive approach that serves the projects and influence of our clients. Therefore, it appeared obvious to plan this merger with the firm UGGC Avocats. By merging our skills, we are opening up our multidisciplinary and highly technical service offer to respond to all intellectual property, technology and communication issues in France and around the world.”* **comments Anne-Marie Pecoraro, new partner at UGGC Avocats.**

*“This merger quickly became obvious, due to a real business synergy which is part of our historical positioning as a 'Clients firm'. By making the expertise work together, we are going beyond the transactional approach of traditional business firms to offer global and long-term support, which is now becoming business strategy consulting. This is why my practice leads me to advise my clients on both competition and intellectual property issues.”* **adds Corinne Khayat, partner at UGGC Avocats.**

### **Biography**



#### **Anne-Marie Pecoraro, partner specialized in intellectual property**

Expertise : IP law, media law, IT law, communication law

- Founder of ATurquoise law firm in 2013.
- Experience as a partner in French full-service law firms, in the legal departments of both production structures and copyright collective management societies.

Anne-Marie Pecoraro is an IP/IT and entertainment attorney ranked among the top in France, and a French member of the INCOPRO LEGAL NETWORK. She has a strong expertise providing services to brands and copyright owners, particularly to the licensing industries. Based in Paris and Brussels, her team; with Rodolphe Boissau, attorney at law and member of the Paris Bar, represent brands especially in the fields of luxury and entertainment, right owners, broadcasters, producers and non-profit organizations. She assists her clients during negotiations and litigation cases, notably anti-counterfeiting programs such as site blocking and infringement proceedings, as well as compliance processes. Anne-Marie Pecoraro has acquired valuable experience in data

protection, media law, developing communication strategies ranging from the protection of the right to privacy to crisis communication and support for public affairs campaigns, both at national and European level, by her brilliant coordination of international files.

### **About UGGC Avocats**

UGGC Avocats is one of the leading independent business law firms in France. Active alongside private companies, public entities and individuals, it has a rich range of legal and tax services. The firm has a large scope of legal and tax services, whether through its offices or local correspondents in Europe (Paris, Marseille and Brussels), Africa (Casablanca), Asia (Shanghai and Hong Kong) and in South America (Sao Paulo and Belo Horizonte). Positioning itself as a "Client's firm", it bases its approach particularly on the ability of its departments to intervene transversally and to deploy a complete range of expertise, according to the client's needs. UGGC Avocats is made up of more than 150 lawyers and jurists, including thirty partners; it posted a turnover of approximately 32 million euros in 2019.

### **Media contact**

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