

Société d'avocats – Attorneys at law

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Anne-Marie PECORARO is an intellectual property, new technologies and entertainment law expert specialized in communication strategy and media law, advertising, literary and artistic property and trademark law. Anne-Marie Pecoraro represents key actors in the cultural and entertainment fields and institutional entities.

She mainly works in the audio-visual sector at international level and represents TV and cinema independent producers at all levels of the production. Notably, Anne-Marie Pecoraro supports clients in consultancy, negotiations, drafting of contracts, pre-litigation proceedings and litigations (production, assignment of rights, licensing agreements, financial participations and financing schemes, subsidies and taxation, status of artists, immovables...)

Career

A TURQUOISE

2013 to present: Founding Partner in Intellectual Property, TMT and Entertainment, culture and societal issues, communication media

AKLEA société d'avocats

2009-2012: Partner in charge of the « Intellectual Property - New Technologies - Media » department

SCP Bignon Lebray & Associés

2001-2008: Partner in charge of the « Intellectual Property - New Technologies - Media » department

Cabinet Pecoraro-Vercken

1995-2001: Cofounding Partner of a law firm specialized in intellectual property, audiovisual, fashion, entertainment and music

Jeantet & Associés

1994-1995: Attorney in intellectual property, audiovisual, media and music

Warner Music France Business

1993: In charge of the East-West Carrere Music business affairs

Persona Films, Molecule and Interimages

1990-1993: In-house counsel consultant for producers companies

SACD (Société des Auteurs Compositeurs Dramatiques)

1992: In-house counsel with the audiovisual management

Cursus

DEA of Business and Economic Law - Université de Nice

Graduated from the Institut des Hautes Etudes Internationales de Nice

international audiovisual Arbitrator

Specialized lawyer in intellectual property

Bar exam
1994

Additional Skills

Assistance in setting up communication and advertising campaigns

Implementation of communication strategies focused on the development of organization image and e-reputation management

Assistance for fulfilling your projects

Audits and strategic advice to companies, assessment of IP rights, assistance in taking stake in companies in the creative sector

Assistance in developing IT projects

Website launching, hosting, "white labels", development of software programs, outsourcing, ...

Advice to cultural organizations

Management of their capital assets

Data protection

Representation before the French CNIL, legal advising regarding data processing, management of data bases and transfers of personal data from France to foreign companies

Legal advising related to funding of non-profit cultural projects

Development of legal and financial arrangements, deployment of alternative financing methods to promote cultural projects

Litigation

Infringement, unfair competition, privacy rights, authors' rights and remuneration

Negotiation and agreements drafting

Assignment, license, R&D, national and international agreements

Protection and monitoring

Verifications, pre-litigation, infringement and unfair competition, negotiations, settlements

Audit management of IP rights portfolios

Trademarks, know how, software, data bases, domain names...

Expertise regarding economics actors

Recommendations for companies and unions part of franchise structures involving notably Competition Law, Tax Law and Insolvency proceedings issues

Active Member

Anne-Marie PECORARO is an active member of numerous associations specialized in Intellectual Property, new technologies, media, and entertainment.

IAEL
(International Association of
Entertainment Lawyers)

APRAM
(Praticien du droit de la propriété
intellectuelle)

AFPIDA-ALAI
(Association Littéraire et Artistique)

Art & Droit

ADIJ
(Association pour le
Développement de l'Informatique
Juridique)

ACEECA
(Association des Conseils et Experts
Européens du Cinéma et de la
Communication Audiovisuelle)

Events

Anne-Marie PECORARO regularly attends and participates as a speaker at events in connection with the activities of the firm in the field of intellectual property and new technologies such as SXSW in Austin Texas, conference to the Los Angeles Bar regarding IP issues. She is also arbitrator at American Film Market.

MIDEM

Annual notable presence at the MIDEM in panels, round tables, conferences as speaker or animator.

Cannes Film Festival

Annual organization of events as lunches and cocktails hosted with professionals with international experience in the audiovisual and media industries on topics related to intellectual property.

Beijing International Film Festival

Annual notable presence at the Forum in panels, conferences as a speaker.