

## **Professional & law articles**

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**Check our professional & law articles: London law firm for creative industries Crefovi is regularly interviewed or published in international, national or industry-related press and magazines.**

8 May 2019

## What Needs to Be Done to Improve the Security of Art Sales and Transactions

There is much room for improvement in securing art sales and transactions, and mediation can do a lot to make this change happen. What is the state of play? What improvements do art buyers want to see in the future, to adequately resolve art disputes?

**27 March 2019**

## Art and Arbitration: What Needs To Be Done To Improve The Security Of Art Sales And Transactions

A better option than litigation is needed in the art sector, such as arbitration. However, there is a lack of effective arbitration services offered to stakeholders operating in this industry. What can be done about it, to increase the trustworthiness of this opaque yet dynamic market?

**29 March 2018**

## [Francois Pinault: the godfather of contemporary art](#)

Businessman or collector? The billionaire, owner of the auction house Christie's and of around 3,000 art works, merges both. His latest temple: the Bourse du commerce, in Paris. Annabelle Gauberti, founding partner of Crefovi, is interviewed by Challenges [here](#) and gives her opinion.

**23 February and 7 March 2017**

## [A \\$100 Million Mystery: A Russian, His Art, and His Big Losses](#)

Dmitry Rybolovlev sold three works for an estimated \$100 million loss and stands to lose even more in upcoming auctions. Annabelle Gauberti, founding partner of Crefovi, is interviewed by Bloomberg [here](#) and [there](#) and gives her opinion.

**27 June 2016**

## [Design firms should “relocate their operations to the EU” if Brexit talks fail, says lawyer](#)

Moving would allow these business to get round trade barriers that could be erected if the UK fails to negotiate access to the single market, said Annabelle Gauberti, partner at law firm Crefovi. Annabelle Gauberti is interviewed by [Dezeen Magazine here](#).

**1 January 2016**

## [Why selective distribution makes sense for luxury and premium businesses](#)

Why selective distribution can be an excellent option for luxury brand owners allowing them to control how their products are sold within a certain territory, there are potential clashes with competition law, particularly in the European Union. Annabelle Gauberti’s article is published by the [World Trademark Review here](#).

**13 November 2015**

## Samples: Toxic loans

If using musical samples in new musical compositions has become common practice, obtaining lawful authorisations remains a hardcore task. And a lot of artists keep on avoiding it. Annabelle Gauberti is interviewed by [Libération here](#).

**9 October 2015**

## Neighbouring rights in the digital era

Sound recording producers, artists and performers have everything to win in finding a consensus on neighbouring rights in the digital era. Annabelle Gauberti explains why

**september 2015**

## [EU court invalidates Louis Vuitton's trademark on checkerboard pattern](#)

Annabelle Gauberti was interviewed by Jenny Davis from the American Bar Association (ABA) Journal in relation to the latest fight in court of luxury behemoth Louis Vuitton. What is going to happen to Louis Vuitton's trademarks on checkerboard patterns? Find this out in [this article](#)!

**2 July 2015**

## [Amy Winehouse documentary: why capturing the life of a star on screen is risky business](#)

Fundamentally, though, it's tricky to stop someone saying anything they want about you, explains Annabelle Gauberti, founding partner at legal firm Crefovi. 'However, it is possible to make the life of the content creator very difficult,' she adds.

**20 April 2015**

## Utelier toolkit – Ten minutes with... Legal Expert Annabelle Gauberti

Legal advice is the one thing that every fashion brand needs but not everyone can afford or makes time for – particularly for young designers and fashion start-up brands. Utelier aims to make sure that fashion professionals are as informed as possible.

So, following the latest seminar in [ialci](#) law of luxury goods series, ‘Intellectual Property – how to protect, manage & monetize the know-how & intangible capital of luxury & fashion brands’, we sought advice for fashion professionals from ialci and Crefovi [Annabelle Gauberti](#).

**25 March 2015**

## Defeating counterfeits – Why do fakes flourish and what does it take to fight the counterfeit menace?

Annabelle Gauberti, founding partner of Crefovi, was interviewed by the Blackbook in order to provide information about legal and non-legal tools against counterfeiting to the mainly Indian readership of this magazine. Read her point of view, from page 20 onwards of the pdf version of the Blackbook.

This Kat had a great time at ialci recent conference on ‘Intellectual Property: how to protect, manage and & monetise the know-how, intangible capital, brand image and reputation of luxury maisons & fashion brands’. Coming from a ‘staid’ patents background, it was fascinating to see the different concepts at play in protecting fashion: IP rights being used in an environment where what is ‘in fashion’ is always changing, where the subtleties of aesthetics and subconscious copying are important and where the internet is creating new ways of infringing and new ways to protect celebrity rights

**22 February 2015**

## [Protection of trade secrets and craftsmanship: what is in the works?](#)

In the legal field, craftsmanship is usually referred to as “know-how” or “trade secrets”.

Unlike trademarks, copyright, designs and patents, trade secrets – which are an integral part of the creative strategy of 75% of companies in the European Union (“EU”) – do not currently benefit from strong protection granted by a harmonised and set framework of rules! Read it from Annabelle Gauberti, founding partner of the London and Paris luxury law firm Crefovi, and president of the International Association of Lawyers for Creative Industries – ialci- in this article published in Info Magazine.

**15 December 2014**



## Counterfeiting, an ancestral art!

Before being a victim of counterfeiters, France has long been the specialist of copying products ... from China! Frédéric Brillet interviews and quotes Annabelle Gauberti, founding partner of the London and Paris luxury law firm Crefovi, and president of the International Association of Lawyers for Creative Industries – ialci- for this article published in Le Capital, Dossier Spécial Luxe.

**17 November 2014**

## How to buy and sell 'real' street art

Many people want to collect street art, but there are issues with taking it directly from the street. Annabelle Gauberti, founding partner of the London and Paris art law firm Crefovi, and president of the International Association of Lawyers for Creative Industries – ialci- explains the issues you need to be aware of.

**17 November 2014**

## [Fashion law is becoming a ridiculously profitable industry](#)

Long considered “too fluffy” for serious lawyers, fashion law has emerged in recent years as one of the most lucrative -- and occasionally absurd -- new battlegrounds for the legal profession. Hear it from Eric Randolph, from AFP, who quotes Crefovi’s Annabelle Gauberti.

**1 September 2014**

## [IP Clinic: They’re playing our song. Sue them!](#)

What happens when brands fail to secure the right music licences for their advertising campaigns? Read the answers from three perspectives: the point of view of the licensor, given by Tom Foster, Head of Film & TV – Licensing at Universal Music Publishing; the point of view of the licensee, given by Richard Kirstein, founder of Resilient Music and the advice from the music lawyer, given by Annabelle Gauberti, founding partner of Crefovi.

**25 July 2014**

## [A tale of sports stars, rappers and lawyers](#)

I spent Tuesday morning this week learning about IP licensing from Lionel Messi, Sachin Tendulkar, Marilyn Monroe and Jimi Hendrix at a seminar discussing celebrity endorsement and music rights.

**6 June 2014**

## [Bitcoin venture opens digital payment system to jewellers](#)

Annabelle Gauberti, founding partner of Crefovi, was interviewed by the Financial Times on the legal angle in relation to the use of the virtual currency Bitcoin, in the fine jewellery sector, for this article.

**25 April 2014**

## [How to fight efficiently against counterfeiting in the luxury and fashion sectors?](#)

Annabelle Gauberti, founding partner of Crefovi, sheds some light on the progress and evolution of the fight against counterfeiting in the fashion and luxury sectors. The specificities of this industrial sector imply that the fight against counterfeiting be lead in a swift, efficient manner and with style!

**11 October 2013**

## [Understanding Rihanna vs Topshop](#)

Annabelle Gauberti, founding partner of law firm for creative industries Crefovi, explains the law surrounding “passing off” and what Rihanna’s recent victory against Topshop means for artists. This article was published in Music Week.

**12 August 2013**

## Razzia sur le street art londonien

Annabelle Gauberti, founding partner of Crefovi, was interviewed by Le Figaro on the legal angle to street art, provenance and ownership, for this article.

**26 July 2013**

## How the art market became a luxury goods business – revisited

I came across an interesting piece, on Phaidon's website, recently, entitled "How the art market became a luxury goods business". This article describes the reactions to, and contains an interview about, artist Andrea Fraser's essay "L'1% c'est moi", freely available to download from the Whitney Museum's website as part of its 2012 Biennial.

**17 July 2013**

## [What's wrong with musical adaptations of French songs and their ensuing rights?](#)

As a talented songwriter, have you ever been tempted to adapt and arrange that gracious French song, currently playing on a local radio in an exotic place? Well, if you have ever contemplated that option, I suggest that you think about it twice and be prepared to jump through hoops to make this adaptation and arrangement of a French song a financially rewarding, and successful, experience.

**13 May 2013**

## [Financing luxury companies: the quest of the Holy Grail \(not!\)](#)

The main characteristic of a luxury company is the importance of its brand's value. This is by far the most crucial asset of a luxury business. It is due to the extreme concentration of intangibles that such brand embodies.

**1 January 2013**

## [Art tax law: a double-hedged sword](#)

How art tax law is a decisive tool to promote, or demote, global art market hubs

The art market is booming. It only took 18 months for it to recover from a severe contraction, from October 2008 to the summer of 2009.

**21 October 2012**

## [Will the Lords amend UK copyright law to better protect industrial design?](#)

The luxury goods and creative industries market continues to outperform the wider European economy, growing at 13% between 2009 and 2010, and 10% between 2010 and 2011. In this thriving environment, the high-end segment of European design household and office equipment, furniture and furnishing has, with other luxury goods and creative industries, truly formed the flagship of the European economy.

**21 July 2012**



## Will second circuit decision have Christian Louboutin singing the 'red sole blues'?

Over the past 20 years, designer Christian Louboutin has built a fashion business based on one of the most sought-after shoe brands worldwide, boasting a sales increase from more than 300,000 pairs sold in 2009 to 700,000 in 2011.

**26 April 2012**

## Law and luxury: a happy marriage

With few industries performing better than the €185bn luxury goods sector, a rising number of lawyers and law graduates are electing it as their business development focus.

**1 March 2012**

## Wig and gown in vogue on the catwalk

Behind the scenes during a fashion week, it's not just models, designers and their production teams working frantically backstage. Perhaps the busiest member of a label's in-house team might not be the first figure to spring to mind: its lawyer.

**May 2004**

## Law of luxury goods – Droit du luxe

London and Paris luxury law firm publishes some proprietary research on the law of luxury goods and fashion, in collaboration with prestigious legal publication brand Lamy Wolter Kluwers. The [supplement](#) is the first, and broadest, opus on the law of luxury goods and the law of fashion, under French law, ever published.

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