

Racine welcomes a new IP – IT & Data Protection team, with the arrival of Eric Barbry, Partner, and three associates

Racine is pleased to announce the arrival of Eric Barbry as Partner, along with three associates, Marianne Long, Léa Paravano and Raphaël Buchard, to develop the firm's IP – IT & Data Protection practice.

Eric assists companies (international groups, large companies and intermediate-sized enterprises) in the framework of their digital transformation. He also advises players operating in the digital sector (online platforms and digital services). Eric possesses recognised expertise in the field of digitisation (electronic signatures, archiving, and voting), e-commerce, computing (IT assessments and license reviews) and IT systems security.

Eric is also recognised for his intellectual property expertise, both as an advisor and in contentious matters, particularly in the areas of protecting concepts, algorithms, computer and mobile applications, trademarks, domain names and patents, the analysis and protection of intangible assets and safeguarding the use of such IP rights and assets. Eric also is involved in drafting regulatory texts.

Eric Barbry and his team will work in complete synergy with the firm's other departments. His arrival underscores Racine's drive to offer cutting-edge expertise in IP, IT and data protection advice and litigation.

Honorary president and co-founder of Cyberlex, a think-tank on emerging IT and communications technologies, Eric is also a member of the Council on Literary and Artistic Property (*Conseil Supérieur de la propriété littéraire et artistique*, or CSPLA) and of the IT System and Network Security Monitoring Board (*Observatoire de la sécurité des systèmes d'information et des réseaux*, or Ossir).

Eric began his career as an in-house legal advisor at the *Cité de Sciences et de l'Industrie*. He then joined the law firm Bitoun & Associés and subsequently joined Lexing Alain Bensoussan Avocats, where he led that firm's Digital department since 2006. Eric, who is 50 years old, holds a post-graduate degree (DEA) in Public and Private International Law from the *Université de Nice Sophia Antipolis*.

Marianne Long holds a post-graduate degree in Multi-Media and IT Law, Intellectual Property Law and Emerging Technologies Law (*Master 2*). She possesses specific expertise in the areas of digital technologies, the internet, mobile applications and social networks. Previously, Marianne was an associate at Lexing Alain Bensoussan Avocats.

Raphaël Buchard holds a post-graduate degree in Space and Telecommunications Activities Law and Digital and Electronic Communications Law (*Master 2*). He has specialised expertise in telecommunications, IT and data protection. Raphaël was previously an associate at Lexing Alain Bensoussan Avocats.

Léa Paravano holds a post-graduate degree in Digital Innovation Law (*Master 2*). She has specific expertise in the areas of IT, data protection, digitisation and IT systems security. Léa was previously an associate at Lexing Alain Bensoussan Avocats.