

## **Unfair Competition**

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The scope of unfair competition has progressively widened with the increased importance of distinctive signs in recent years, as well as the development of technology, especially the internet and e-commerce.

The courts now regularly sanction on this ground disloyal practices and parasitism acts such as the creation of a risk of confusion with a competitor (imitation of the distinctive sign or packaging of a product or service), the illicit misappropriation of a third party's investments, the disorganization of a competitor's business (employee poaching, stealing customers , etc.) or the disparagement of a competitor.

Unfair competition proceedings are thus an essential part of the protection and defense of the company's activity and of its creations. It is an essential legal tool that often complements the protection of trade secrets and the defense of intellectual property rights.

JP Karsenty regularly assists its clients in the defense of their rights in these different aspects.

It also advises his clients in their day-to-day business to ensure that their practices are not likely to be sanctioned by courts on the ground of unfair competition.