



Pernod Ricard winner of the “Intellectual Property Team of the Year” Award  
at the 2010 European Counsel Awards

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The third European Counsel Awards, organised by the International Law Office in partnership with the Association of Corporate Counsel Europe (ACC) and held in London, selected Pernod Ricard as the “Intellectual Property Team of the Year”.

This Award, given by law firms specialising in intellectual property, was in recognition of the efficiency of the organisation and the initiatives taken by the IP team to protect and defend the Group’s brands. The Pernod Ricard IP team is made up of over 30 people located in six hubs around the world.

This award follows the trophy recently awarded by a jury of major corporate legal/Intellectual Property department managers to Audrey Yayon-Dauvet, who was named “Intellectual Property Director of the Year”. This prize was presented in March at the 10<sup>th</sup> Paris Law and Finance Awards, in partnership with the French Company Lawyers’ Association, the Paris Bar Council and the Leaders League.

For David Bernstein, Lawyer, *“I nominated the Pernod Ricard team because, under the leadership of Ian FitzSimons and Audrey Yayon-Dauvet, Pernod Ricard has so successfully reorganized its approach to managing, protecting and enforcing its Intellectual Property assets globally. Under this new structure, Pernod Ricard has rationalized its approach to domain name ownership and has ensured a more consistent, coordinated (and successful) approach to combating look-alikes”.*

For Ian FitzSimons, General Counsel of Pernod Ricard: *“These awards are testimony to how far the global Intellectual Property group has come in a short time. Strong brands require a strong team to protect them. I am delighted that the hard work of Audrey and her colleagues has been recognised by the IP community.”*

For Audrey Yayon-Dauvet, Group Intellectual Property Director: *“Considerable progress has been achieved by the Group in a few years upholding one of our main assets: intellectual property. I am very proud of our IP team and that the quality of our actions has been acknowledged through these trophies, even though I am very much aware of the future challenges we have to meet.”*



## **About Pernod Ricard**

*Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions. The acquisitions of Seagram (2001), Allied Domecq (2005) and recently of Vin & Sprit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with consolidated sales of € 7,203 million in 2008/09.*

*Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal and The Glenlivet Scotch whiskies, Jameson Irish Whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Montana wines.*

*Pernod Ricard employs a workforce of nearly 19,000 people and operates through a decentralised organisation, with 6 "Brand Owners" and 70 "Distribution Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.*

*Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.*

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