

**First annual conference on e-commerce by Les Echos in partnership with
Ichay & Mullenex Avocats**

For this first edition, the subject will be:

“Back to the fundamentals of e-commerce”

On November 17, 2011 in Paris, an event you cannot afford to miss!

This new conference will undoubtedly become a must-go in the field of e-commerce in Europe.

Indeed, the event will benefit from all the expertise and power of Les Echos. Discussions on the burning topics in the world of e-commerce, highly skilled speakers (leading actors, philosophers, journalists, experts, etc.), the goal of this day will be to give you the keys to tackle the major challenges in this field of business.

Ichay & Mullenex Avocats, as a law firm leader in the field of information and communication technologies, and especially e-commerce, had to be the preferred partner for such event. We will convey our market knowledge, our expertise on legal issues concerning e-commerce but also our vision of the next regulatory trends likely to affect this industry.

During the upcoming weeks, we will keep you regularly informed on the agenda of this day and what you shall expect of it. Therefore, stay tuned!

Ichay & Mullenex Avocats is a French law firm focusing on all legal issues related to the new technologies in France and abroad. They are considered experts in intellectual property and Internet law, e-commerce, online gaming and gambling, data protection. Ichay & Mullenex Avocats also assists its clients on all issues related to financing, mergers & acquisitions, restructuring, etc. and advises them on their litigation and arbitration procedures.

5, rue de Monceau 75008 Paris - France
Tel : +33 1 42 89 19 80
Fax : + 33 1 42 89 14 99
www.ichay-mullenex.fr