IP/IT Data privacy

Tangible potential
Intangible assets, such as intellectual property, data, brands and technology, are becoming more strategic. To reach their full potential, businesses must appreciate how regulation varies across different operating environments. Our Intellectual Property and Information Technology (IP/IT) lawyers advise on contentious and non-contentious international IP and Internet-related issues.

Portfolio of growth
Applying our understanding of markets, competition, technology and IP Law, we help our clients to identify, prioritize and protect their core value propositions with patents and other appropriate IP assets. We focus on building and shaping IP portfolios that reflect and advance our clients' strategic goals and relationships. Our IP/IT lawyers can help you make the most of this investment by advising on contractual and regulatory projects in connection with the use of IT and on transactions dealing with intangibles.

Our approach
Our IP group comprises specialists who typically handle transactional, advisory and disputes work, and commercial lawyers who are highly experienced in dealing with IP issues. Whether the job is stand-alone or part of a larger transaction, our professionals can help you through the application of their broad range of experience and skills.

Compliance and trust
Legal compliance with European data privacy rules is essential for organizations to develop trusted relationships with their customers, suppliers and employees. Failure to comply damages the organization's reputation, brand and business relationships. It can trigger legal liability, regulatory sanctions and result in loss of the confidence of customers and employees.

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Data privacy
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Intangible assets affect many areas of business, so understanding the wider commercial environment is crucial. Our IP lawyers carefully evaluate and assess the IP rights and technology at stake, working closely with our Corporate and Tax lawyers. We offer an integrated approach to address your IP/IT-related issues.

**Intellectual property**
- Licensing, joint venture and collaboration documentation
- Sale and other disposal forms of IP rights, including warranty protection
- Distribution, agency, contract manufacture, supply, sponsorship and other commercial agreements
- IP-backed asset financing/security interests over IP assets, including royalty-monetization agreements
- IP due diligence and verification, including of related agreements
- Antitrust risks in licensing, joint-venture, and non-compete arrangements, including risks related to settlement-of-patent disputes
- Standard form agreements

**Media/Entertainment**
- Support in content and technology acquisition
- Web and mobile-application development contracts
- Advice on compliance with regulatory laws (e-commerce, consumer, data-privacy rules and copyrights)

**IP/IT transactional work and ecommerce**
- Outsourcing agreements, including cloud-computing solutions
- Software, hardware, resell and distribution agreements
- Software escrow agreements
- Technology disputes
- SaaS/ASP agreements
- Advice on website design, content and technology acquisition
- Domain-name registration/monitoring
- Digital signature and digital invoice, EDI

**Data Protection and Privacy**
- Inventory of data files
- Notifications with Data Protection Authorities (DPA)
- Compliance audits
- Drafting and advice on implementation of compliance tools
- Assistance in investigations by DPA
- Privacy Impact Assessment
- Drafting and advice on implementation of binding corporate rules