



**Dr Nico Brunotte LL.M. (Cambridge)**

**Senior Associate**

nico.brunotte@dlapiper.com

**Hamburg**

T: +49 40 188 88 204

F: +49 40 188 88 111

Dr Nico Brunotte advises customers and providers of technology services on all kinds of digital business concepts, in particular the implementation of innovative digital business models, the drafting and negotiation of IP contracts as well as the creation and use of software or digital platforms.

In addition, Nico has extensive experience with complex technology related projects in the fields of M&A transactions, joint ventures, data protection (data breaches, contracts regarding transfer of data) and e-commerce. He regularly works on matters dealing with new technologies using data (big data, data analytics).

For more than 14 years, Nico worked as a freelance programmer and can rely on comprehensive technical know-how in his services.

## LANGUAGES SPOKEN

- English
- German

## EXPERIENCE

- Advising an international MRO-service provider on the development and introduction of various online platforms as well as any associated legal questions in the areas of contract law, copyright law, data protection law and big data/data analytics.
- Advising an international publishing and a collaboration of multiple private logistics group on the creation and negotiation of contracts; including the introduction of a new logistics software and various contractual law topics in the areas of software development, media, sponsoring as well as call centers.
- Advising several professional football club of the German Bundesliga on the development and introduction of apps, ticketing systems and the associated civil and data protection law requirements in the area of digital business.
- Advising technology companies (e.g. entertainment electronics and Smart-Home-Technology) and automotive companies on the creation of terms of use for online platforms and other issues in the area of e-commerce, digital business, transfer of IP

## RELATED SERVICES

- Data Protection, Privacy and Security
- Media, Sport, Gaming and Entertainment
- Technology Transactions and Strategic Sourcing
- Trademark and Copyright
- IT and Telecoms Disputes

## RELATED SECTORS

- Technology
- Media, Sport and Entertainment

## LANGUAGES SPOKEN

English German

rights and data protection law.

- Advising various online platforms and companies in the area of digital business on the purchase and integration of several digital companies, inter alia an app in the insurance sector and service provider in the area of e-commerce.
- Advising international and national start-up companies (gaming, payment, logistics) on the market launch in Germany or Europe, software development, transfer of intellectual property and various legal questions in the areas of digital business and data protection law.

## CREDENTIALS

---

### Professional Qualifications

- Rechtsanwalt admitted with Hanseatische Rechtsanwaltskammer Hamburg

### Prior Experience

Prior to joining DLA Piper, Nico worked for an international law firm in the field of Technology, Media & Communications for more than three years. During his legal clerkship he worked for an international law firm in the field of intellectual property in Hamburg and New York. Prior to his work as a lawyer, Nico worked as a freelance programmer for more than 14 years. He can therefore rely on comprehensive technical know-how in his consulting services.

### Education

- Certified lawyer for IT law, 2020
- Leibniz University Hannover, PhD, 2014
- University of Cambridge, LLM, 2014
- Higher Regional Court of Celle, Second State Examination, 2013
- Leibniz University Hannover, First State Examination, 2009

### Memberships

- Alumni of Emmanuel College (University of Cambridge)
- German Association for industrial property protection and copyrights (GRUR)
- Deutsche Gesellschaft für Recht und Informatik (DGRI)

### Lecturer

- Nico lectures E-Commerce and Intellectual Property Law at the Hamburg Media School.

## INSIGHTS

---

### Publications

#### **Germany: Labeling requirements for fashion influencer marketing – more transparency can also lead to restrictions**

20 MAY 2019

Many observers in Europe today feel that the practice of labeling of advertising in social media, such as Instagram, has gone a little off the rails. The rule of thumb: “Where there is advertising, there must be labeling” is taken ad absurdum. In fear of receiving a warning letter for incorrect labeling, many influencers label posts that name brands as advertising even if they have not been paid for it.

---

Nico regularly publishes on topics at the interface between law and information technology.

Selected publications:

- OMR Report, Strategy Guide to E-Commerce, Legal aspects of e-commerce, September 2020, S. 74 ff.
- Rockstars Report, Facebook & Instagram Advertising, Facebook-Pixel vs. DSGVO, Oktober 2018, S. 146 ff.
- Virtuelle Assistenten – Digitale Helfer in der Kundenkommunikation, Computer und Recht 2017, S. 583 ff.
- Virtuelle Assistenten: Europäische Union sieht Handlungsbedarf bei rechtlichen Rahmenbedingungen, Datenschutz-Berater, Heft 07-08, S. 155
- Virtuelle Assistenten, Creditreform, Heft 07/2017, S. 41
- Chatbots: Offene Fragen bei rechtlicher Haftung, IT-ZOOM, 12.06.2017
- Chatbots: Was ist bei der Revolution im Kundenservice zu beachten?, SearchSecurity, 06/2017
- Der virtuelle Assistent kommt - trotz offener rechtlicher Fragen, content manager, 02.07.2017
- Chatbots im Kundenservice - Was sind die rechtlichen Fallstricke?, it-daily.net, 02.07.2017
- German Court Confirms ECJ Ruling on Liability for Links, Blog, 11.01.2017 (zusammen mit Dr. Martin Gerecke, M.Jur. (Oxford))

## Events

Selected lectures and seminars:

- Legal Tech at DLA Piper, Myjobfair Fair Cologne (together with Hanna Lütken), Myjobfair Messe Köln, 02.12.2020, Webinar
- Image and media use – legal risks for agencies and contract design, Inhouse-Workshop (together with Prof. Dr. Stefan Engels), 01.12.2020, Webinar
- E-commerce and IP rights in social networks, Hamburg Media School, 11.11.2020, Webinar
- Deep Dive Instagram Marketing – Legally compliant marketing on Instagram, 09.11.2020, Webinar
- Canvas & Whiteboard Tools, Risks from Contract and Privacy Law (together with Katharina Pauls and Daniel Schäfer), 30.09.2020, Hamburg
- Deep Dive Instagram Marketing – Instagram Law, legal framework and legal pitfalls for marketer on Instagram, 15.09.2020, Hamburg
- E-commerce and IP rights in social networks, Hamburg Media School, 05.08.2020, Hamburg
- Instagram Marketing Seminar – Instagram Law, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 11.02.2020, Hamburg
- Online Advertising: Limits and possibilities, University of Hamburg, 30.01.2020, Hamburg
- Digitization of legal departments, German Airports Association (Flughafenverband ADV), committee for law and security, 07.11.2019, Nürnberg
- E-commerce and IP rights in social networks, Hamburg Media School, 06.11.2019, Hamburg
- Instagram Marketing Seminar – Instagram Law, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 24.09.2019, Hamburg
- E-commerce and digital energy distribution, VKU Akademie, 03.09.2019, Hannover
- E-commerce and IP rights in social networks, Hamburg Media School, 10.04.2019, Hamburg
- Instagram Marketing Seminar - Practical knowledge for online professionals, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 09.04.2019, Hamburg
- Consumer protection in the e-commerce sector, University of Hamburg, 25.10.2018, Hamburg
- Instagram Marketing Seminar - Practical knowledge for online professionals, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 23.10.2018, Hamburg

- Instagram Marketing Seminar - Practical knowledge for online professionals, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 19.06.2018, Hamburg
- E-commerce and IP rights in social networks, Hamburg Media School, 25.04.2018, Hamburg
- Media and press law - texts, images and social media, Verband Deutscher Privatschulverbände e.V. (together with Linn Wotka), 22.02.2018, Berlin
- Influencer Marketing - legal frameworks, drafting of contracts and legal consequences, Influencer Marketing Day of the Organisation Werbungtreibende im Markenverband (OWM), 22.02.2018, Berlin
- Legal implications of influencer marketing, University of Hamburg, 25.01.2018, Hamburg
- Children and advertising - webinar with Elements of Art GmbH (together with Sandra Gramzow, Zalando SE), 18.10.2017
- Legal Update - Online Marketing and Law, In-house Workshop at artaxo GmbH, 02.08.2017, Hamburg
- News in Online Marketing Law, Online Marketing Rockstars Festival (together with Dr Martin Gerecke, M. Jur. (Oxford)), 03.03.2017, Hamburg
- News in Online Marketing Law, In-house Workshop at The Swatch Group (Deutschland) GmbH (together with Dr Martin Gerecke, M. Jur. (Oxford)), 02.02.2017, Eschborn

## NEWS

---

### **DLA Piper advises Stillfront Group on the acquisition of gaming company Sandbox Interactive**

18 December 2020

DLA Piper has advised Stillfront Group AB, a leading free-to-play gaming studios company, on the acquisition of Sandbox Interactive GmbH, a rapidly growing and highly profitable gaming company based in Berlin and developer and publisher of the popular cross-platform free-to-play sandbox MMORPG Albion Online. The sellers are the four co-founders of Sandbox.

---

### **DLA Piper advises Bauer Media on acquisition of Camilyo Online Ltd.**

5 August 2019

DLA Piper has advised Bauer Media Group on the acquisition of Israeli Camilyo Online Ltd., a provider of online-based white-labeled services for online-service provider and their small and medium businesses-clients. The transaction is the second recent acquisition by Bauer Media Group of a provider of online-based white-labeled services and part of Bauer Media Group's new business growth strategy in its business area in SME marketing and sales services.

---

### **DLA Piper advises Samsung Electronics on its investment in Verimi**

1 FEB 2019

DLA Piper has advised Samsung Electronics on its investment in Verimi GmbH. Samsung Electronics joins a group of twelve international companies from a variety of industries. These include Allianz, Axel Springer, Bundesdruckerei, Core, Daimler, Deutsche Bahn, Deutsche Bank und Postbank, Deutsche Telekom, Lufthansa and Volkswagen Financial Services.

---