



## Prof Dr Stefan Engels

**Partner**

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### Hamburg

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Prof Dr Stefan Engels focuses on intellectual property (i.e. advertising and unfair competition law as well as copyright law), media and freedom of expression law (e.g. defamation and privacy) and broadcasting and internet law (media law). He acts in an advisory capacity and is, in particular, engaged in contentious matters.

He primarily advises national and international retailer, manufacturers of branded goods as well as media and communications companies, (e.g. publishing houses), broadcasters, direct marketing and other media companies (e.g. agencies, online service providers) regarding contract drafting, sales, marketing and advertising, title and product launches as well as digital matters.

Stefan heads jointly with Thilo von Bodungen the German Intellectual Property and Technology group of DLA Piper. He is a visiting lecturer for e-commerce, advertising and press law at the University of Hamburg and he also lectures at the Hamburg Media School.

### LANGUAGES SPOKEN

- German
- English

### EXPERIENCE

- Advice and representation of large German publishing houses, broadcasters, news agencies and online platforms regarding press and freedom of expression law matters.
- Advice and representation of media and advertising companies in copyright law issues (especially contentious).
- Representation of broadcasters and online providers in advertising and unfair competition law issues (e.g. permanent advertising, product placement, design of commercial inserts, labeling).
- Representation of a leading German media group against online ad-blocker.
- Representation regarding online offers (e.g. price comparison platforms, news services, shops) in disputes against

### RELATED SERVICES

- Intellectual Property and Technology
- Media, Sport, Gaming and Entertainment
- Trademark and Copyright

### RELATED SECTORS

- Media, Sport and Entertainment
- Consumer Goods, Food and Retail
- Technology

### LANGUAGES SPOKEN

German English

competitors and consumer organisations (price advertising/unique position/e-commerce/misleading advertisement).

- Advice and representation of several e-commerce and direct marketing companies regarding questions of irritating commercials (§ 7 German Act on Unfair Competition Law).

## CREDENTIALS

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### Professional Qualifications

- Rechtsanwalt admitted with Hanseatische Rechtsanwaltskammer Hamburg

### Prior Experience

During his law study in Hamburg, Stefan worked for five years in the SAT.1-news department. Afterwards he worked as a research assistant at the Hans-Bredow-Institut für Rundfunk und Fernsehen.

Since 1997 he operates as a lawyer and since 2003 he has been Partner in two international corporate law firms, in which he took the part of inter alia the Head of Personnel department Germany and being the Sector-Head of Media Group.

### Recognitions

- *JUVE Handbook 2018/2019*: "Leading name" for press law with regard to representation of publishing houses; "frequently recommended" for press law and right of free speech; "excellent, very good strategist with in-depth knowledge of the media industry", client; "frequently recommended" for contract and copyright law, regulatory and transactions & financing; "very experienced", "excellently networked, deep knowledge of the media industry", clients; "frequently recommended" for trademark and design law and competition law; "very good strategist and tactician", client.
- *Legal 500 Germany 2019*: "Leading name" for press and publishing law.
- *Chambers Europe Germany 2019*: "His clients also profit from his experience in transactions".
- *Handelsblatt* in cooperation with Best Lawyers 2020: "Recommended" for information technology law and media law.

### Education

- University of Hamburg, First State Examination, 1992
- Higher Regional Court of Hamburg, Second State Examination, 1997
- University of Hamburg, Ph.D., 1997
- Specialist Lawyer for copyright and media law, 2010
- Appointed professor by the University of Hamburg (§ 17 HmbHG), 2016

### Memberships

- Expert Committee within Hanseatic Bar Association for Advertising- and Competition Law
- Working group of Publishing House Counsels
- Study group for press law and freedom of the press
- German Association for industrial property protection and copyrights (GRUR)

### Lecturer

- Stefan Engels is visiting lecturer for Press Law, E-Commerce and Advertising Law at the University of Hamburg and he lectures at the Hamburg Media School.

## INSIGHTS

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## 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.

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### Global Media Sector Trends 2018

6 MAR 2018

DLA Piper's new Global Media Sector Trends 2018 report explores how new commercial opportunities are being created by disruption, specifically in relation to the rise of over-the-top (OTT) content, virtual / augmented reality (VR/AR) and the internet-of-things (IOT).

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- 'Getting the Deal Through, 'Country contribution Germany' (Länderbeitrag Germany)', in: *Advertising & Marketing 2019, London 2019* (together with Beatrice Brunn)
- 'Germany: Labeling requirements for fashion influencer marketing – more transparency can also lead to restrictions, 20 May 2019
- Commentary on sections §§ 22, 23 KUG re rights regarding one own's image, 47-50, 60-63 Copyright Law, in: *P. Möhring/K. Nicolini, Copyright Law, Munich 2018* (4th Edition) and *Beck Online Kommentar*
- Best Practice Guide: 'New law in dialogue marketing' ('Neues Recht im Dialogmarketing'): UWG 2015 / UKlaG 2016 (German Unfair Competition Act), *Brochure of the DDV (Deutscher Dialogmarketing Verband e.V.)*
- 'AdBlocker on the test bench' ('AdBlocker auf dem Prüfstand'), *GRUR Prax* 2015, p. 338-340
- 'Dialogue marketing in Germany' ('Dialogmarketing in Deutschland'), in: *transfer - Werbeforschung & Praxis*, 04/2014, p. 43-45
- 'Current Topics of broadcasting commercial law' ('Aktuelle Fragen des Rundfunkwerberechts'), *ZUM 2014*, p. 946-957 (w. Jana Semrau)
- 'Telephone marketing' ('Telefonmarketing') , in: *H. Holland* (publisher), *Digital Dialogue marketing*, 2014, p. 497-513
- 'The Franchise Law Review - 2nd Edition - Germany' (w. Bahne Sievers)

## Events

### Previous

#### Global Media Trends Insight Webinar 2018

25 APR 2018

Webinar

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#### Upcoming events

- Deep Dive OMR: Instagram Marketing Seminar, 24 September 2019 in Hamburg (Link)
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- Media Workshop Media and PR law, 4 November 2019 in Hamburg ([Link](#))
- Online Marketing Law (Hamburg Media School), 6 November 2019 in Hamburg ([Link](#))

#### **Past events**

- IPT Lecture Series: Media regulation 4.0 from the perspective of private broadcasting, Bucerius Law School, 7 February 2019 in Hamburg
- #INLAW-Panel, INREACH, 19 October 2018 in Berlin

## **NEWS**

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### **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.

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### **DLA Piper bolsters music law practice with dr Tillmann Hädrich**

30 NOV 2018

DLA Piper has hired Intellectual Property & Technology of counsel Dr Tillmann Hädrich, who will join the firm's Hamburg office with effect from 1 December 2018.

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### **DLA Piper advises Verivox on the acquisition of digital insurance manager app from Getsafe**

12 SEP 2018

DLA Piper has advised Verivox on the takeover of a brokerage business and the insurance manager app solution from Getsafe. The app enables customers to manage existing insurance contracts digitally, receive advice online and acquire new insurance policies.

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### **DLA Piper wins azur Award in the category of Professional Training and Continuing Education**

23 FEB 2018

DLA Piper has been recognised for its training programme for associates in Germany at the azur Awards, hosted by the publishing house JUVE. The firm won in the category of "Professional Training and Continuing Education", during a ceremony held on 22nd February in Wolkenburg, Cologne.

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### **DLA Piper again honored as Law Firm of the Year in three categories at Juve Awards**

27 OCT 2017

At yesterday's presentation of the JUVE Awards in the Alte Oper in Frankfurt am Main, DLA Piper celebrated winning the Law Firm of the Year award in the categories *Media and Technology*, *Trademarks and Unfair Competition*, and *Media*. In addition, DLA Piper was also shortlisted for Law Firm of the Year in the categories *Private Equity & Venture Capital* and *Intellectual Property*. Last year, the firm won three awards in the categories *Distribution/ Trade and Logistics*, *Insurance* and *Company Succession and Trusts*.

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