



Intellectual Property and Technology

DLA Piper is one of the most widely recognized providers of a full range of commercial, intellectual property law, privacy, sourcing and technology law services for leading businesses worldwide.

Our lawyers provide both litigation-related (contentious) and strategic commercial advice to a wide range of industry sectors, helping clients from emerging technology and pharmaceutical companies to established banks and financial institutions achieve their objectives wherever they do business.

Our IPT practice encompasses nearly 500 dedicated lawyers in more than 24 countries, with particular strength in key global markets. Intellectual property and technology law is at the core of any major business transaction or strategic dispute and has become one of the most critical legal areas as companies continue to expand and protect their technologies, brands, products, data and services around the globe.

Our group is recognized worldwide by legal directories and industry members as one of the leading groups of its kind, seamlessly combining multi-jurisdictional reach with local knowledge and experience.

INSIGHTS

Publications

Israel Group News August 2019

7 August 2019

[ISRAEL GROUP NEWS](#)

In this issue, our global activities, latest publications, coming events and more.

TechLaw Podcast: Driving diversity through technology

07 AUG 2019

[TECHLAW PODCAST SERIES](#)

Laura Da Silva Gomes from WePlayFair.org joins DLA Piper's Katherine Gibson to explore how investing in diversity and

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- Financial Services
- Life Sciences
- Media, Sport and Entertainment
- Technology

inclusion strategies can offer a competitive advantage in episode 21 of our TechLaw Podcast Series.

FTC unfriends Facebook

25 July 2019

The FTC order imposes new penalties and requirements on Facebook.

Q2 Editor's Column

24 July 2019

As we enter the dog days of summer, we can reflect on the first half of the year and plan for success for the coming months.

Supreme Court Corner

24 July 2019

The Court clarifies a circuit split over copyright in *Fourth Estate* and, in *Mission Product Holdings*, says a licensee's rights survive the licensor's bankruptcy.

Intellectual Property and Technology News (North America), Issue 42, Q2 2019

24 July 2019

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Top Patent Litigation Firm

24 July 2019

Lex Machina's 2018 Patent Litigation Year in Review recognizes DLA Piper as one of the top ten most active national law firms representing defendants in US patent disputes.

***Alice* uncertainty: curiouser and curiouser**

24 July 2019

The Federal Circuit declines to follow USPTO guidance on subject matter eligibility, instead following its own precedent.

ITC Section 337 update: Commission decision stayed?

24 July 2019

Significant new developments.

The states look at autonomous vehicles

24 July 2019

Many US states are experimenting with a wide range of approaches to autonomous vehicles, some cautious and others more ambitious.

The government in your cloud

24 July 2019

As companies shift more data to the cloud, the US government's ability to access that content should not be overlooked.

Episode 5: Apps are being shut down in China - will yours be next?

12 July 2019

[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

While apps are incredibly popular in China, in recent months some have been disappearing from app stores in the country because they do not comply with recent apps regulations. Indeed many companies are not even aware of the comprehensive new privacy compliance obligations for apps in China.

Biomarker-based cancer diagnostics: German pricing regulator sets high validation and reimbursement standards for novel diagnostic methods

10 July 2019

On 20 June 2019, for the first time, the German Federal Joint Committee (FJC – Gemeinsamer Bundesausschuss / G-BA), the highest decision-making body of the joint self-government of physicians, dentists, hospitals and statutory health insurance funds (SHI – gesetzliche Krankenversicherung / GKV) in Germany, made the resolution that a specific biomarker-based test to support the treatment decision for or against adjuvant chemotherapy, i. e. after primary surgery, in certain breast cancer patients may be reimbursed by the SHIs.

Episode 4: Getting data out of China - the challenge of operating your China business offshore

26 June 2019

[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

An updated and substantially more onerous draft of China's long awaited position on cross border data transfers has just been published. The Measures on Personal Information Cross Border Transfer Security Assessment (Measures) apply to all "Network Operators" and will require specific action to be taken by all businesses that send personal information out of China.

Who's that bot? California requires clear disclosure starting 7/1/2019

20 June 2019

A California law attempts to tackle the problem of automated online accounts that simulate conversation – and that are used to confuse or deceive.

Deadlines approaching fast for fourth set of Section 301 tariffs

4 JUN 2019

Companies have the opportunity to present their views on specific products before the list is finalized but there is less than one month before the window closes.

Episode 3: Yet more regulators join the party in enforcing cybersecurity

4 June 2019

[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

Licensed telcos and internet businesses in China face a new wave of investigations by the Ministry of Industry and Information Technology (MIIT) as they announce a new enforcement campaign aimed at ensuring network security compliance.

Episode 2: New stringent cyber security rules announced in China, what will your business need to do?

29 May 2019

[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

Organisations with operations in China must prepare now for new comprehensive cybersecurity rules. The Chinese authorities have announced MLPS "version 2.0", which will come into force on 1 December 2019, and have potential significant impact to businesses' infrastructure and operations in China.

Commerce issues Temporary General License for Huawei

22 MAY 2019

The Temporary General License is a brief reprieve.

Episode 1: Cyber enforcement starts

21 May 2019

[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

China's cybersecurity regulators are now taking their first steps to verify organisations' (including foreign businesses') compliance with China's cybersecurity laws. As anticipated, the focus is on businesses that have an online presence in China.

Law à la Mode: Beauty Trends: 5 Key Beauty M&A deals; Street art and fashion; Word from the industry's mouth; The rise in innovative retail services; and more

20 MAY 2019

LAW À LA MODE SERIES

The Moroccan editorial team is delighted to bring you the 28th edition of Law à la Mode, the quarterly legal magazine produced by DLA Piper's Consumer Goods & Retail Sector Group for clients and contacts of the firm worldwide.

Trump issues Executive Order on securing information and communications technology and services – key points

16 MAY 2019

The order is issued pursuant to the National Emergencies Act and the International Emergency Economic Powers Act, the latter creating potential civil and criminal liability for those violating EOs and regulations issued under its authority - liabilities that can expand to include those who facilitate a violation.

Intellectual Property and Technology News (Asia Pacific) May 2019

15 MAY 2019

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Intellectual Property and Technology News (Asia Pacific) is our biannual publication designed to report on worldwide development in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

Collaboration in Financial Services - Regulation and Challenges

3 MAY 2019

One of the most noticeable recent trends in financial services is the number of collaboration which are taking place between FinTechs and banks. As banks have been transforming to increasingly drive business through digital channels, they have sought to partner with FinTechs to accelerate the pace of change.

China's Long-Awaited Overhaul of Trade Secret Protection Regime

26 APR 2019

There is more good news from China for intellectual property (IP) owners. The 10th Session of the 13th Standing Committee of the National People's Congress has just passed amendments to both the PRC Trademark Law and the trade secret provisions in the PRC Anti-Unfair Competition Law (the "AUCL").

TechLaw Podcast: How tech is shaping the future of retail

23 APR 2019

TECHLAW PODCAST SERIES

Chloe Forster is joined by Liliana Danila and James Martin, both from the British Retail Consortium, to discuss the impact tech is having on the retail experience in episode 20 of our TechLaw podcast series.

No-deal Brexit: Impact on data protection law

15 APR 2019

While a range of outcomes, including [a departure under the terms of the current Withdrawal Agreement](#), remains possible, it is important for businesses to plan for a no-deal Brexit, in which the UK leaves the EU without a withdrawal agreement or other deal. Here we look at the potential impact of a no-deal Brexit and the adoption of the Withdrawal Agreement on data protection compliance

No-deal Brexit: Impact on public sector procurement contracts

15 APR 2019

While a range of outcomes, including [a departure under the terms of the current Withdrawal Agreement](#), remains possible, it is important for businesses to plan for a no-deal Brexit, in which the UK leaves the EU without a withdrawal agreement or other deal. Here we look at the potential impact of a no-deal Brexit on public sector procurement law

TechLaw Podcast: The Future of Cryptoassets

15 APR 2019

[TECHLAW PODCAST SERIES](#)

Regulation and policy expert in the field of FinTech, Teana Baker-Taylor from Global Digital Finance, discusses the latest regulatory developments around cryptoassets with one of our partners, Bryony Widdup.

TechLaw Podcast: The Future of FinTech

15 APR 2019

[TECHLAW PODCAST SERIES](#)

What's next for FinTech? Giles Andrews, Co-Founder of Zopa, looks to the future with our International Group Head of Finance, Projects & Restructuring and FinTech Global Co-Chair, Martin Bartlam, in episode 18 of our TechLaw podcast.

2019 IFA Annual Convention

11 APR 2019

The International Franchise Association (IFA) held its 59th Annual Convention in Las Vegas from February 24-27, 2019.

Q1 Editor's Column

11 APR 2019

Welcome to our 41st issue, marking the 10th anniversary of *IPT News*.

EU Policy & Regulatory Alert - EU Publishes Artificial Intelligence Ethics Guidelines

12 APR 2019

On 8 April 2019, the EU's High-Level Expert Group ("AI HLEG") on Artificial Intelligence ("AI") published the much-anticipated "Ethics Guidelines for Trustworthy AI", setting out a horizontal framework for the development and deployment of ethical and robust AI systems across the EU

Recognized as one of the best firms for client service

11 APR 2019

BTI Consulting's 2019 Client Service A-Team rankings report names DLA Piper as one of the best law firms for providing a superior level of client service.

Supreme Court Corner Q1 2019

11 APR 2019

In celebration of the 10th anniversary of IPT News, we note that 10 years ago, in the first quarter of 2009, Bernard L. Bilski filed his petition in the landmark *Bilski v. Kappos*, 561 U.S. 593 (2010), forever shaping the patentability of business methods.

DLA Piper's sixth annual Global IP Symposium in Japan

11 APR 2019

Our Intellectual Property and Technology group recently hosted its Sixth Annual Global IP Symposium in Japan.

Intellectual Property and Technology News (North America), Issue 41, Q1 2019

11 APR 2019

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Top franchise developments of 2018

11 APR 2019

DLA Piper IPT attorneys Barry Heller, John Hughes and Karen Marchiano recently conducted a webinar reviewing 2018's top franchise developments. Two stand out from the rest.

ITC Section 337 Update

11 APR 2019

A quick look at the last 10 years.

CCPA vs. GDPR: the same, only different

11 APR 2019

Businesses that have undertaken GDPR compliance will have an advantage in addressing CCPA, but those efforts alone won't suffice.

New York patent litigators bolster DLA Piper's Life Science sector

11 APR 2019

Michael Furrow and Brian O'Reilly recently joined the firm's Intellectual Property and Technology practice as key patent litigation partners in New York.

So you want to go digital...

11 APR 2019

This article assists businesses in identifying the core issues that must be addressed to ensure the legal sufficiency of transactions conducted on eSignature platforms.

TechLaw Podcast: The opportunities and challenges of digital transformation across the private and public sectors - Part 2

09 APR 2019

[TECHLAW PODCAST SERIES](#)

DLA Piper's Chloe Forster and Gary Barnett of Global Data Plc conclude their discussion on digital transformation in the second part of episode 17 of our TechLaw podcast.

TechLaw Podcast: The opportunities and challenges of digital transformation across the private and public sectors - Part 1

03 APR 2019

[TECHLAW PODCAST SERIES](#)

DLA Piper's Chloe Forster and Gary Barnett of Global Data Plc discuss digital transformation in the first part of episode 17 of our TechLaw podcast.

Everything new in...March? The new Trade Secret Act

01 Apr 2019

On March 21, the Bundestag passed the Trade Secret Act. This represents the conclusion of a legislative process that started more than five years ago with the first discussions on EU level on a know-how directive (EU 2016/943). The aim was to provide uniform minimum standards of trade secret protection throughout Europe and to improve enforcement possibilities.

EU Policy & Regulatory Update - European Parliament Adopts EU Copyright Reform

28 MAR 2019

Following two and a half years of negotiations and unprecedented public attention, the European Parliament adopted the controversial EU copyright reform in its plenary session on 26 March 2019.

Top of Mind: Litigation

20 MAR 2019

In this issue, our coverage of 10 big topics businesses have been thinking about this quarter.

New Year, New Regulations: Cyberspace Administration of China launches new blockchain regulatory framework

4 MAR 2019

You may need to comply with new regulations if you use Blockchain technology to conduct your business in mainland China. The "Regulations for Managing Blockchain Information Service" take effect on 15 February 2019. The new regulations encourage Blockchain industry organisations to enhance self-discipline and establish sound industry standards.

The Final EBA Outsourcing Guidelines

28 FEB 2019

The European Banking Authority has published its Final Report on EBA Draft Guidelines on outsourcing arrangements. The Guidelines are relevant to UK banks, building societies, designated investment firms and IFPRU investment firms.

Data privacy law: the top global developments in 2018 and what 2019 may bring

25 FEB 2019

In 2018, the world saw numerous significant privacy law developments, a trend that is continuing in 2019.

Explainability: where AI and liability meet

25 FEB 2019

Makers and users of AI face a new and interesting problem: what is the acceptable tradeoff between explanation and accuracy?

Sharpen your pencils: California AG's Office announces start of its important CCPA pre-rulemaking and schedule for issuing its important CCPA rules

13 FEB 2019

Because the CCPA is littered with drafting errors and confusing definitions, this AG rulemaking is extremely important.

Israel Group News

12 FEB 2019

[ISRAEL GROUP NEWS](#)

In this issue, the rise of the Data Protection Officer, plus news and coming events.

DLA Piper GDPR data breach survey: February 2019

6 FEB 2019

On 25 May 2018 new data breach notification laws came into force across Europe which fundamentally changed the risk profile for organizations suffering a personal data breach.

Under the EU General Data Protection Regulation - 'GDPR' - personal data breaches which are likely to result in a risk of harm to affected individuals must be notified to data regulators. Where the breach is likely to result in a high risk of harm, affected individuals must also be notified.

Contracting for Transformative Benefits

06 FEB 2019

Much of the talk in the sourcing market is - and has been over the past couple of years - about transformation, especially of the digital nature. For some, any initiative under the digital transformation banner is seen as the panacea to numerous business and operational challenges.

California Consumer Privacy Act: what's new for retailers?

23 JAN 2019

Particular features of the CCPA affect the retail industry in unique ways.

TechLaw Podcast: Cloud computing, cybersecurity & supercomputers; a changeable future

22 JAN 2019

[TECHLAW PODCAST SERIES](#)

Is cloud computing the new norm? Jan Meents & Dirk Scheumann discuss cloud strategies & solutions in the changing IT landscape in episode 16 of our TechLaw podcast.

DOJ reverses its 2011 Opinion, concludes Wire Act prohibitions “sweep beyond sports gambling”

18 JAN 2019

An opinion that will have a significant effect on the Internet gaming and lottery industries.

TechLaw Podcast: Breaking new ground: the revolution of the crypto asset lending marketplace

15 JAN 2019

[TECHLAW PODCAST SERIES](#)

Can traditional lending be paralleled in the digital asset space? In episode 15 of our TechLaw podcast, Bryony Widdup & Linda Wang, Co-Founder of Lendingblock, examine how the cryptocurrency market is redefining securities lending.

Singapore deposits OECD Multilateral Instrument

8 JAN 2019

Multinationals that have a holding, financing, or intangible property company in Singapore are taking note.

TechLaw Podcast: Managing risks & creating opportunities: Technology's role in the human rights agenda

08 JAN 2019

[TECHLAW PODCAST SERIES](#)

What role can technology play when business and human rights agendas converge? DLA Piper's, Sarah Ellington and Dr Christine Chow of Hermes EOS analyse the new opportunities for tech in the latest episode of our DLA Piper TechLaw podcast.

IP Litigation Powerhouse

21 DEC 2018

BTI's *Litigation Outlook* names DLA Piper an "IP Litigation Powerhouse," a "Standout" and "Complex Commercial Litigation Powerhouse."

Q4 Editor's Column

21 DEC 2018

This quarter's issue of *IPT News* ...

Relying on "common sense" instead of prior art in evaluating the obviousness of pharmaceutical patents

21 DEC 2018

A one-time aberration, or the start of a trend?

The Music Modernization Act: stronger protections for artists and publishers

21 DEC 2018

The MMA revamps the Copyright Act in three major aspects.

DLA Piper Sponsors Seventh Annual ChIPs Global Summit 2018

21 DEC 2018

DLA Piper was a platinum sponsor of the seventh annual ChIPs Global Summit 2018.

Supreme Court Corner Q4 2018

20 DEC 2018

A trademark case concerning the Lanham Act's prohibition of "immoral" marks; a patent case asking whether the government is a "person" under the AIA.

Taking part in 2018 ANA/BAA Marketing Law Conference

21 DEC 2018

Ben Mulcahy and Gina Reif Ilardi actively participated in the 2018 Association of National Advertisers/Brand Activation Association Marketing Law Conference in Chicago.

Intellectual Property and Technology News (North America), Issue 40, Q4 2018

21 DEC 2018

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

DLA Piper grows Entertainment Finance and Transactions capabilities in Los Angeles

21 DEC 2018

DLA Piper recently welcomed seasoned entertainment and media attorneys Tom Ara and David Markman to the growing Los Angeles office and IPT group.

Global structuring and IP planning in the wake of US tax reform

21 DEC 2018

Tax reform has imbued global structuring with a significant amount of uncertainty.

12th Annual Women in IP Law Seminar on patents and big data

21 DEC 2018

DLA Piper's Intellectual Property and Technology group hosted its twelfth annual Women in IP Law CLE Luncheon at the Four Seasons Silicon Valley in November.

Alice in Wonderland: navigating the strange world of patenting AI

21 DEC 2018

Like the bottle labeled DRINK ME, certain techniques can make the trip through the AI-patent rabbit hole more scalable.

Leading life science patent litigators join DLA Piper in New York

21 DEC 2018

Michael Dougherty and Tony Pezzano have joined the firm's Intellectual Property and Technology practice as patent litigation partners in New York.

Episode 13: Not just doom & gloom - Technology's positive impact on the retail sector.

18 DEC 2018

[TECHLAW PODCAST SERIES](#)

Can retail's biggest threat also be its biggest opportunity? In episode 13 of our TechLaw Podcast Chloe Forster, Ruth Hoy and Gurpreet Duhra analyse tech's role in the changing retail landscape.

2018 Sourcing Contract Case Law Round Up

17 DEC 2018

Welcome to the 2018 edition of our Contract Case Law Round-up, DLA Piper's yearly guide to key developments in the Contract Case Law.

TechLaw Podcast: Data, capital and talent: Analysing FinTech's biggest Brexit risks - Part 2

13 DEC 2018

[TECHLAW PODCAST SERIES](#)

How does Brexit affect Big Data and what can businesses do to mitigate the risk of added friction and dual regulations? In part 2 of our conversation with Bankable CEO, Eric Mouilleron, Paul Hardy and Richard Bonnar explore the regulatory challenges that the tech sector could encounter as a result of the UK's withdrawal from the European Union.

TechLaw Podcast: Data, capital and talent: Analysing FinTech's biggest Brexit risks - Part 1

11 DEC 2018

[TECHLAW PODCAST SERIES](#)

Will Brexit lead to a tech talent exodus? Will data movement grind to a halt? DLA Piper's Paul Hardy & Richard Bonnar analyse all scenarios with Bankable CEO, Eric Mouilleron, in episode 12 of our TechLaw podcast.

TechLaw Podcast: The Series A Round: "The who, what, where, why and how much" the Vita Mojo Revolution

Part 2

04 DEC 2018

[TECHLAW PODCAST SERIES](#)

In Part 2 of our interview with Vita Mojo co-founder, Stefan Catoiu, Dylan and Stefan discusses his experience regarding their recently announced £10m Series A round and the rapidly evolving world of the foodtech industry.

The European Data Protection Board issues long-awaited guidelines on the territorial scope of the GDPR

30 NOV 2018

Among other provisions, the Guidelines concern GDPR's application to entities in the EU even when they process personal data of persons outside the EU.

eSignature and ePayment News and Trends

30 NOV 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, a fintech Q&A with the team, plus the latest developments from the legislatures, the regulators and the courts

Martial law is introduced in Ukraine starting from 26 November 2018

28 NOV 2018

On 26 November 2018, the Parliament of Ukraine imposed temporary martial law in some regions of Ukraine approving respective Decree of the President of Ukraine. The martial law is introduced in response to escalation of Russian aggression in the Black Sea and the Sea of Azov. The Law will come into force only after it is officially published.

TechLaw Podcast: Ultra-personalisation and the Vita Mojo Revolution Part 1

28 NOV 2018

[TECHLAW PODCAST SERIES](#)

DLA Piper associate, Dylan Kennett, is joined by Vita Mojo co-founder and Deloitte Fast 50 Rising Star award winner, Stefan Catoiu to discuss personalisation and automation in the food industry.

Law à la Mode: Word of the industry's mouth; Enforcement of IP rights through Ukrainian customs register; E-commerce in Poland; The development of artificial intelligence in the fashion industry; and more

26 NOV 2018

[LAW À LA MODE SERIES](#)

The US editorial team is delighted to bring you the 27th edition of *Law à la Mode*, the quarterly legal magazine produced by DLA Piper's Retail Sector Group for clients and contacts of the firm worldwide.

Embrace the future: How technology is transforming legal practice

20 NOV 2018

In this podcast, Stéphane discusses how technology is transforming the legal landscape. He shares his experiences of the way the legal and IP ecosystems interact with technology and why practitioners must embrace technology sooner rather than later "to remain relevant and efficient".

UK trademark reforms: Implementing the European Trademark Directive in 2019

14 NOV 2018

Important changes to UK trademark law will come into effect on 14 January 2019 in order to implement the European Trademark Directive 2015. While some of the changes are minor in the nature, others are quite significant or even brand new.

ICO publishes draft Regulatory Action Policy

8 NOV 2018

Following the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (DPA18) coming into force on 25 May 2018, the Information Commissioner's Office (ICO) (the UK's data regulator) has refreshed its Regulatory Action Policy.

How technical touchpoints can ensnare foreign cryptocurrency companies

29 OCT 2018

Useful guideposts for overseas companies assessing whether they are exposed to US securities laws.

eSignature and ePayment News and Trends

26 OCT 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, obtaining remote epayment authorizations from customers – are you in compliance? Plus the latest legislative and regulatory news.

Israel Group News

24 OCT 2018

[ISRAEL GROUP NEWS](#)

In this issue, legal developments worldwide that affect this dynamic ecosystem.

Section 301 additional tariffs on imports of Chinese products: options for high tech and manufacturing companies

3 OCT 2018

Additional tariffs of 10 percent or 25 percent have been imposed on three different lists of thousands of imports from China. Companies can request exclusion from these tariffs.

Q3 Editor's Column

27 SEP 2018

This quarter's issue of *IPT News* discusses some emerging technologies and their intersection with intellectual property law.

DLA Piper hosts clients at INTA Annual Meeting in Seattle

27 SEP 2018

More than 10,000 trademark professionals and brand owners from around the world took part in the 140th International Trademark Association Annual Meeting.

Supreme Court Corner Q3 2018

27 SEP 2018

The court rules on recovery of lost foreign profits and ponders patentability issues in an invention's sale to a third party that is obligated to keep the invention confidential.

Intellectual Property and Technology News (Asia Pacific) September 2018

27 SEP 2018

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Intellectual Property and Technology News (Asia Pacific) is our annual publication designed to report on worldwide developments in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 39, Q3 2018

27 SEP 2018

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

How blockchain, Internet of Things and smart contracts improve the supply chain

27 SEP 2018

Incorporating three key technologies into the supply chain can significantly improve profitability while reducing risk.

Copyright in esports: a top-heavy power structure, but is it legally sound?

27 SEP 2018

Central to the esports industry are novel intellectual property issues arising from the structure of the esports ecosystem.

Embedding content: uncertainty about the Copyright Statute undermines digital media

27 SEP 2018

Companies creating digital content have to more carefully weigh the potential risks of embedding copyrighted content into their sites.

Ben Mulcahy and Gina Reif Ilardi recognized in *Variety's 2018 Legal Impact Report*

27 SEP 2018

Benjamin Mulcahy and Gina Reif Ilardi have been recognized in the *2018 Variety Legal Impact Report*.

32 DLA Piper lawyers in 8 countries ranked among world's top patent professionals

27 SEP 2018

IAM Patent 1000: The World's Leading Patent Professionals 2018 has named 32 DLA Piper lawyers to its seventh list.

eSignature and ePayment News and Trends

14 SEP 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, remote notarization – US state requirements, plus blockchain, the new stablecoin, the validity of esignatures, and more.

Pharmaceuticals sector update August / September 2018

27 AUG 2018

We are pleased to present to you our new periodical legal update on developments in the Russian pharmaceutical sector. It is intended to give you brief outline on key regulations and other important activities and trends in the industry.

Israel Group News

26 JUL 2018

[ISRAEL GROUP NEWS](#)

Helping to create opportunities for Israeli companies by leveraging our global relationships.

The tide turns: If your company is doing business in the US, it may soon be required to collect state sales taxes

24 JUL 2018

Companies selling online products and services to customers in US states may soon be required to register, collect and remit taxes in those states.

Electronic Signatures: The element of intent in the digital environment

23 JUL 2018

Failure to establish intent means that while the person's actions may manifest assent to, or agreement with, a record, the record has not been signed.

eSignature and ePayment News and Trends

23 JUL 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

This regular publication from DLA Piper aims to help companies identify significant news and legal developments impacting digital transactions.

The GDPR's impact on internal investigations

10 JUL 2018

The impact of the European Union's General Data Protection Regulation on corporate internal investigations and criminal and civil litigation – both within the EU and abroad – has received little attention. Here, we take a look at the GDPR's privacy requirements through the lens of internal investigations and litigation.

Artificial Intelligence, Robotics and Automation Brochure

5 JUL 2018

An insight on the potential benefits and challenges of implementing AI, RPA and robotics within a business.

eSignature and ePayment News and Trends

29 JUN 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, is your website ADA compliant? Plus news on federal and state law, federal and state regulatory activities, fresh

judicial precedent and more.

Is your website ADA compliant? A brief look at the current legal status

29 JUN 2018

Websites too face regulatory issues around compliance with the Americans with Disabilities Act and other rules involving accessibility and accommodation.

Events

28 JUN 2018

More than 50 guests attended DLA Piper's reception during the International Association of Privacy Professionals.

Honors

28 JUN 2018

Mark Fowler was named one of *Daily Journal's* Top IP Lawyers and a *National Law Journal Trailblazer*, and Edward "Smitty" Smith was named to World Economic Forum's 2018 class of Young Global Leaders.

Online gaming and gambling are changing

28 JUN 2018

Two recent federal court decisions have disrupted the online and mobile gaming and gambling industry in the United States. Shifts are taking place in other jurisdictions as well.

Q2 Editor's Column

28 JUN 2018

In this issue, we take a look at audit logs for enforcing digital signatures, changes in online gaming and gambling, and patent ensnarement.

Audit logs: key to enforceable electronic signatures

28 JUN 2018

Audit logs serve a number of purposes, and a particularly vital role when the authenticity of an electronic signature is in dispute.

DLA Piper expands media, sport and entertainment capabilities

28 JUN 2018

DLA Piper recently welcomed Benjamin Mulcahy and Gina Reif Ilardi to the firm's IPT practice.

Supreme Court Corner Q2 2018

28 JUN 2018

Key Supreme Court decisions in the copyright and patent areas.

Israel and GDPR: Processors take note

28 JUN 2018

Andrew Dyson authored the Privacy and Data Protection chapter in the *IsraelDesks International Legal Guide 2018*.

News from our Franchise team

28 JUN 2018

Who's Who Legal, *Franchise Times* and The International Franchise Association have recognized our Franchise team.

Intellectual Property and Technology News (North America), Issue 38, Q2 2018

28 JUN 2018

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Tamany Bentz joins DLA Piper's Trademark, Copyright and Media Group in Los Angeles

28 JUN 2018

Tamany Bentz has joined the firm's Intellectual Property and Technology practice as a partner in our Los Angeles office.

Ensnarement can be a vital patent litigation tool: key takeaways

28 JUN 2018

The Federal Circuit's decision in *Jang v. Boston Scientific Corp.* highlights the vitality of the defense of ensnarement that practitioners must carefully consider prior to trial.

Grace Koh joins DLA Piper's Telecom practice in Washington, DC

28 JUN 2018

Grace Koh joins our Telecom team and will look to address a range of legislative and regulatory issues related to US public policy on emerging technologies and telecommunications.

China data and cyber: New guidelines you need to know

28 JUN 2018

In the last two weeks the Chinese authorities have been busy providing much-anticipated guidance on the practical steps organisations must take to comply with the new data protection, cybersecurity and technology regulations.

DLA Piper adds Clayton Thompson and Jake Zolotorev to its Patent Litigation practice in Silicon Valley

28 JUN 2018

Clayton Thompson and Yakov "Jake" Zolotorev have re-joined the firm's Intellectual Property and Technology practice as Patent Litigation partners in Northern California.

Time to update your Singapore data protection compliance programme

30 MAY 2018

If you handle Singapore personal data - whether inside or outside of Singapore - you need to review and update your data protection compliance programme in light of recent developments and imminent changes.

May a power of attorney be electronically executed?

24 MAY 2018

Exploring the relationship between a power of attorney and the state and federal laws governing the use of electronic records and signatures.

Asian businesses will be impacted by new EU data protection regulation

24 MAY 2018

The territoriality of the new European data protection framework will be significantly extended once the General Data Protection Regulation (GDPR) comes into force on May 25, 2018, potentially impacting Asian companies doing business in the EU. Given the heavy sanctions (up to €20 million or 4 percent of the annual global turnover, whichever is higher) and the risk of reputational damage for non-compliance, businesses in Asia need to get up to speed with the GDPR requirements to adapt their practices and strategy accordingly.

eSignature and ePayment News and Trends

24 MAY 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, can a power of attorney be electronically signed? Plus news on federal and state law, federal and state regulatory activities, fresh judicial precedent and more.

What can Al Capone teach us about business and human rights?

23 MAY 2018

You may well ask - how on earth can a mafia capo in Chicago from the early 20th century have anything to do with Business and Human Rights in the 21st century?

Chinese businesses cannot afford to ignore new EU data rules

21 MAY 2018

From May 25 2018, non-compliance with the new EU General Data Protection Regulation ("GDPR") could lead to fines of RMB150 million or 4% of your annual global group turnover, along with significant reputational damage and adverse publicity.

从2018年5月25日起, 不遵守欧盟新的《一般信息保护条例》(“GDPR”)可能会导致人民币1.5亿元人民币或集团全球全年营业额4%的罚款, 以及严重的声誉损害和不利的宣传。

Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more

21 MAY 2018

[LAW À LA MODE SERIES](#)

The UK editorial team is delighted to bring you this special edition of Law à la Mode, produced by DLA Piper's Retail Sector group for distribution to clients and contacts of the firm worldwide and marking the 140th Annual Meeting of INTA in Seattle.

SCOTUS declares PASPA unconstitutional; states are free to legalize sports betting

14 MAY 2018

The decision paves the way for each of our states and territories to legalize, tax, regulate and even participate themselves in the multibillion-dollar sports gambling industry.

SCOTUS declares PASPA unconstitutional; states are free to legalize sports betting

14 MAY 2018

The decision paves the way for each of our states and territories to legalize, tax, regulate and even participate themselves in the multibillion-dollar sports gambling industry.

eSignature and ePayment News and Trends

2 MAY 2018

ESIGNATURE AND EPAYMENT NEWS AND TRENDS

This bulletin is the first in a series aiming to help companies identify important and significant news and legal developments impacting digital offerings.

A short primer on applicable US eSignature laws

2 MAY 2018

Two bodies of law in the US govern the legality of electronic signatures and electronic records: ESIGN and UETA. Here is a quick look at each of them, plus notes on other selected laws governing digital transactions.

In long-awaited TCPA case, DC appellate panel vacates material sections of FCC's 2015 TCPA order

2 MAY 2018

Because of the federal Electronic Signatures in Global and National Commerce Act (ESIGN) and equivalent state laws, companies are delivering important disclosures and other information that traditionally needed to be presented "in writing" electronically instead. In addition, the medium of choice for communicating with consumers electronically is rapidly migrating from email to text messaging. As a result, understanding the requirements of the Telephone Consumer Protection Act (TCPA) are a must. This edition's Insight looks at the most recent judicial examination of the FCC's interpretation of the TCPA.

Regulating "trading practices" in B2B supply chains - EU / UK regulations and proposals on contracting and payments between businesses

1 MAY 2018

This article discusses recent scrutiny and existing regulations of business-to-business relationships at the EU and UK levels (including the draft EU Directive on unfair trading practice in B2B food supply chain and draft EU Regulation on online intermediation services, both published in April 2018) and sets out the key considerations for businesses operating within EU supply chains.

Pharmaceutical Trademarks 2018/2019 - Chapter: France

5 APR 2018

Like all trademarks, pharmaceutical trademarks are subject to general trademark rules regarding validity and use. Until recently, both French and European law required a trademark to be capable of graphical representation. This requirement allowed the registration of shapes, colours and sounds, but excluded signs such as smells. The European trademark law reform, comprising EU Directive 2015/2436 and the EU Trademark Regulation (2017/1001), deleted the graphical representation requirement from trademark law. This change marks a dramatic step forward in trademark law and could make it easier to register smells and other non-traditional trademarks.

Section 301 trade action against Chinese products: time for quick action

4 APR 2018

Companies wishing to seek removal of a product from the final list have the opportunity to present their views, but less than two months remain before the window completely closes.

Intellectual Property and Technology News (North America), Issue 37, Q1 2018

30 MAR 2018

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Update on position of European Trademarks and Registered Community Designs following Brexit

26 MAR 2018

Since the UK announced its intention to leave the EU on 23 June 2016, there has been a lot of speculation regarding the position of European Trademarks (EUTMs) as well as Registered Community Designs (RCDs) and the implications for brand owners regarding the status of their UK rights once the UK formally leaves the EU on 29 March 2019. The good news is that according to the UK's latest Brexit paper published on 19 March 2018, there will be no substantive changes in relation to the position of EUTMs and RCDs until 31 December 2020

The Internet of Things and the real estate sector

14 MAR 2018

Smart homes, smart buildings and smart cities are now part of everyday life, and they will only become smarter and more connected with the world around us as time goes on. Technological advances are revolutionizing how the sector operates for all existing participants whilst drawing in new players who have technology at the core of their business.

Industry 4.0. The Fourth Industrial Revolution. The Industrial IoT. IIoT. What are they anyway?

13 MAR 2018

They are different names for what is essentially the same thing – the adoption of new advanced technology and systems by industrial and manufacturing businesses – with a particular emphasis on connectivity.

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).

Liability for "offering" a patent infringing object by undertaking domestic preparatory acts for later distribution in patent-free countries

28 FEB 2018

In deciding what constitutes an "offering" as defined by Section 9 (1) German Patent Act, the previous case law looked to

whether the potential offer behavior, according to its objective declarative value and the actual circumstances of the individual case, is understood by the targeted public such that the addressees are given the prospect of actual power of disposal over a device according to the invention (German Federal Supreme Court [BGH] – Kopplung optischer Geräte). In the past, the case law for this required that for the targeted public the specifically offered infringement object can be unambiguously identified from the behavior of the defendant and its actual circumstances (BGH – Radschützer).

Techlaw Podcast: Blockchain - Driving adoption and navigating challenges

22 FEB 2018

TECHLAW PODCAST SERIES

How is Blockchain transforming the way firms do business - and what are the challenges? With DLA Piper associate Dylan Kennett, Luther Systems CEO Dr Hossein Kakavand and Alex Wood, the Forbes Europe Editor

Israel Group News

20 FEB 2018

ISRAEL GROUP NEWS

Helping to create opportunities for Israeli companies by leveraging our global relationships.

China's new data protection standard – what you need to know

9 FEB 2018

The long awaited new National Standards on Information Security Technology - Personal Information Security Specification GB/T 35273-2017 ("PI Specification") has now been released, and will come into force on 1 May 2018.

Top 5 Internet of Things predictions for 2018

7 FEB 2018

What will change in 2018? What should companies do to exploit it? What new legal issues will arise and how shall they be navigated? Below are the personal top 5 predictions on the legal issues that will affect the Internet of Things (IoT) in 2018.

Connected devices and the Internet of Things: What insurers need to know

7 FEB 2018

Connected insurance is not only about data protection. When dealing with connected devices and technologies, it is obviously necessary to fully assess the device, including its marketability standards.

Blockchain: background, challenges and legal issues

2 FEB 2018

Blockchain and distributed ledger technology offers significant and scalable processing power, high accuracy rates, and apparently unbreakable security at a significantly reduced cost compared to the traditional systems the technology could replace, such as settlement, trading or accounting systems. Like all new technology however, it poses challenges for suppliers

and customers. So what are the key issues in relation to blockchain and distributed ledger technology?

A guide to the General Data Protection Regulation

2 FEB 2018

On 4 May 2016, the text of the General Data Protection Regulation (GDPR) was finally published in the Official Journal of the European Union, concluding over four years of intensive legislative work on a new data protection legal framework for Europe.

Global Data Privacy Snapshot 2018: How does your organisation compare?

31 JAN 2018

Data protection is rising on the agenda globally: the past year has seen China introduce the PRC Cybersecurity Law, the introduction of Australia's mandatory Privacy Amendment (Notifiable Data Breaches) Act 2017, while the EU's long awaited General Data Protection Regulation is due to come in to force in May 2018.

Q1 Editor's Column

30 MAR 2018

2018 is going to be an exciting year for DLA Piper.

The Internet of Things and connected cars: new opportunities and risks

29 JAN 2018

The automotive industry is undergoing tremendous change, both in the technology it employs and in the way it does business. People and companies are changing the way they think about cars and car travel. A big part of this change arises from the increasing connectedness of cars.

Regulatory challenges for electronic communications operators offering IoT connectivity services

24 JAN 2018

A booming market with rising demand for connectivity and capacity.

Techlaw podcast: Cybercrime - What drives it and what is being done to protect businesses?

22 JAN 2018

TECHLAW PODCAST SERIES

Our panel looks at the wider context behind cybercrime, the challenges faces firms, the regulatory environment and the impact of cybercrime on SMEs. With DLA Piper Partner Andrew Dyson and Legal Director James McGachie, and Jeroen Herlaar, Regional Director of cybersecurity firm Mandiant

2018 outlook for drugs and medical devices in China: regulatory reform fueled by innovation

18 JAN 2018

The year 2017 ended with a central government directive to reform the regulatory approval system for drugs and medical devices and a subsequent flood of CFDA changes and proposed changes to the system, and we should see further regulatory reform in 2018 as the Chinese government continues to encourage domestic innovation in this sector.

Supreme Court Corner Q1 2018

30 MAR 2018

Key Supreme Court decisions in the copyright and patent areas.

Intellectual Property and Technology News (North America), Issue 36, Q4 2017

27 DEC 2017

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Events

27 DEC 2017

DLA Piper hosts cybersecurity program in Washington, DC, and Fifth Annual Global IP Symposium in Japan.

Leading entertainment and IP litigator Doug Emhoff joins DLA Piper in Los Angeles

27 DEC 2017

Leading entertainment and IP litigator Doug Emhoff joins DLA Piper in Los Angeles.

Cybersecurity and data protection laws are evolving across Asia

27 DEC 2017

Cybersecurity and data protection laws are changing rapidly across Asia, and companies wishing to avoid losing their business operations in key countries are taking note.

Q4 Editor's Column

27 DEC 2017

We believe this quarter's coverage provides diverse, timely and efficient guidance and analysis, and we hope you agree.

Supreme Court Corner Q4 2017

27 DEC 2017

Text, blood and rock 'n' roll

27 DEC 2017

You are not a "free bird" – the duty to preserve text messages may extend to third parties.

Larissa Park named the top IPR attorney by Patexia

27 DEC 2017

Larissa Park was recently named the best-performing IP attorney by Patexia Inc.

Law à la Mode: Virtual Reality and Augmented Reality; Insta-worthy or Insta-infringement; E-commerce in Poland; Harnessing hidden advertising; and more

20 DEC 2017

[LAW À LA MODE SERIES](#)

The Asia Pacific editorial team is delighted to bring you the 24th edition of Law à la Mode, the quarterly legal magazine published by DLA Piper's Retail Sector group for clients and contacts of the firm worldwide.

CJEU-Referral: SPCs for drug-device combinations?

15 DEC 2017

The German Federal Patent Court (FPC), in its decision of 18 July 2017, referred to the Court of Justice of the European Union (CJEU) the question whether and under which prerequisites the granting of a Supplementary Protection Certificate (SPC) for an active ingredient, which is an integral part of a "drug-device combination" (combination product), is permitted.

While you are celebrating: 4 simple holiday season cyber-readiness steps for Asian businesses

12 DEC 2017

Attacks are more likely to happen during the holiday seasons when a company's key decision makers are on leave and its resources are stretched.

Israel Group News

7 DEC 2017

[ISRAEL GROUP NEWS](#)

Helping to create opportunities for Israeli companies by leveraging our global relationships.

Intellectual Property and Technology News (Asia Pacific) December 2017

7 DEC 2017

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Intellectual Property and Technology News (Asia Pacific) is our biannual publication designed to report on worldwide developments in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

Top franchise cases of 2017

30 MAR 2018

DLA Piper Franchise lawyers Barry Heller, John Hughes and Karen Marchiano recently conducted a webinar reviewing 2017's top franchise decisions.

When is "patent pending" misleading?

22 NOV 2017

The label "patent pending" on a product or a packaging may be misleading and therefore constitute a violation of German Unfair Competition Laws. This follows from a recent decision rendered by the Higher Regional Court of Munich with which the appeals court corrected a more lenient first-instance decision by the Munich Regional Court.

China tax incentives for advanced technology service enterprises rolled out to the entire nation: key features

20 NOV 2017

Circular 79 sets out the detailed guidance and regulation on the rollout of the Advanced Technology Service Enterprises tax incentives.

How to gather snowflakes: big data, AI and predictive analysis of customers

15 NOV 2017

In this article, which accompanies an infographic covering 'How AI And Automation Are Transforming Retail', DLA Piper's lawyers consider big data and 'customer ownership' issues in the retail space, exploring the impact of big data, AI and predictive analysis of customers. This article, and the related infographic, also accompanies another article looking at the transformative impact of technology on retail and the supply chain, the likely reduction in the need for workers, inevitable HR issues that will arise and the dangers of getting 'locked in' to long term contracts in a fast-changing market.

Compulsory patent license for protected active substances for individualized therapies

30 OCT 2017

In a recent decision ("Raltegravir"), the German Federal Court of Justice (FCJ) has for the first time confirmed a compulsory patent license granted by the German Federal Patent Court (FPC) in first instance in a preliminary injunction proceeding.

Unexpected Human in the Bagging Area: the impact of automation on retail workforces

27 OCT 2017

I suspect most of us have had the experience from time to time - you're looking to buy something a little bit out of the ordinary, and don't really know where to start. Two stories I heard recently neatly illustrate how that can result in both good and bad experiences. One story involves a teetotal friend looking to buy wine for a dinner party. His trip to a specialist vintner was frustrated by a condescending member of staff and resulted in my friend leaving the shop having not made a purchase. In contrast, another friend decided to take up running after being on maternity leave. She visited a running shop, was put at ease but a member of the sales team and left with trainers, clothes and gadgets.

Are banks ready for the Internet of Things revolution?

16 OCT 2017

In the second of our two part series, DLA Piper's lawyers consider how the Internet of Things will lead to new legal issues.

Are banks ready for the Internet of Things revolution?

13 OCT 2017

In the first of a two part series, DLA Piper's lawyers consider whether banks are ready for the Internet of Things revolution and how related developments are set to alter business models in the financial services sector.

Data protection: patient confidentiality in the age of AI

6 OCT 2017

In the second of our two part series, DLA Piper's lawyers consider issues relating to patient confidentiality in the age of AI in healthcare.

Digital diagnosis - AI and machine learning in healthcare

2 OCT 2017

In the first of a two part series, DLA Piper's lawyers consider how progress is accelerating with more opportunities for both AI systems builders and healthcare institutions every day. For both sides, 'getting the right deal' is critical if the collaboration is to be on an equal footing and deliver benefits on a win-win basis for both parties.

Reverse confusion actions: how conflicting court standards may affect outcomes

29 SEP 2017

A recent appellate decision confirms that when it comes to reverse confusion claims, US courts apply conflicting standards.

Supreme Court Corner Q3 2017

29 SEP 2017

The Lanham Act's disparagement clause violates the free speech clause of the First Amendment and inter partes review before the Patent Trial and Appeal Board.

Q3 Editor's Column

29 SEP 2017

We believe this quarter's coverage provides diverse, timely and efficient guidance and analysis, and we hope you agree.

IoT, spyware and privacy risks

29 SEP 2017

Like other online data, IoT data can be mined, transformed and monetized.

Trade secrets are more important, and trade secret litigation is more common

29 SEP 2017

What do you need to be considering to protect your company in this environment?

Intellectual Property and Technology News (North America), Issue 35, Q3 2017

29 SEP 2017

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Recent German case law on the doctrine of equivalents

26 SEP 2017

In two recent decisions, *Pemetrexed* and *V-förmige Führungsanordnung*, the FCJ affirmed and clarified its established case-law under which embodiments disclosed but not claimed by the patent are excluded from the scope of protection under the doctrine of equivalents. The FCJ clarified in particular in which cases such a selection decision can be assumed to restrict the scope of protection under the doctrine of equivalents. Please find further details regarding this topic in our Patent Law update.

A blockchain overview

19 SEP 2017

In its simplest form, blockchain is a decentralized, distributed ledger on which transactions are anonymously recorded. The transaction ledger is maintained simultaneously across a network of unrelated computers or servers called "nodes", like a spreadsheet that is duplicated thousands of times across a network of computers. The ledger contains a continuous and complete record (the "chain") of all transactions performed which are grouped into blocks: a block is only added to the chain if the nodes, which are members in the blockchain network with high levels of computing power, reach consensus on the next 'valid' block to be added to the chain.

In the latest issue of *Israel Group News*

11 SEP 2017

Helping to create opportunities for Israeli companies by leveraging our global relationships.

Guide to Going Global: Intellectual Property and Technology

Inside this guide, we outline crucial aspects of IP and Technology laws in 34 jurisdictions that are particularly relevant to businesses seeking to expand their operations globally. We also summarize some fundamental commercial terms that customarily appear in IPT-related agreements.

Jamie Ryder joins Dubai Eye's Business Breakfast to discuss the Mayweather vs McGregor boxing bout

25 AUG 2017

Jamie Ryder, a Legal Director in our Dubai office, joined Brandy Scott and Malcolm Taylor in the Dubai Eye Studio for a lively discussion on the facts, figures and legal issues surrounding the big Mayweather McGregor fight on Sunday.

Intellectual Property and Technology News (North America), Issue 32, Q4 2016

20 DEC 2016

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 31, Q3 2016

22 SEP 2016

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 30, Q2 2016

28 JUN 2016

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 29, Q1 2016

29 MAR 2016

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 28, Q4 2015

2 DEC 2015

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

US companies: EU data regulation means new oversight

2 DEC 2015

Many US companies are about to experience new regulatory oversight.

Intellectual Property and Technology News (North America), Issue 27, Q3 2015

25 AUG 2015

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 26, Q2 2015

9 JUN 2015

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (United States), Issue 25, Q1 2015

24 MAR 2015

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (United States), Issue 24, Q4 2014

18 DEC 2014

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (United States), Issue 23, Q3 2014

10 SEP 2014

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Landmark privacy ruling in Europe on the right to be forgotten

26 JUN 2014

European Court of Justice: search engines must remove the link between search results and a web page if it contains information an individual deems should be “forgotten”

Supreme Court Corner - Q2 2014

26 JUN 2014

Key IPT cases before the United States Supreme Court

Celebrity endorsements on social media: 7 tips for navigating the right of publicity

26 JUN 2014

How far can you leverage the names and images of celebrities when promoting your brand online?

Intellectual Property and Technology News (United States) Issue 22, Q2 2014

26 JUN 2014

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

US Congress may act again on patent reform

26 JUN 2014

Recent activity regarding patent trolls

DLA Piper launches annual Global Patent Symposium in Tokyo

26 MAR 2014

On November 6, 2013, DLA Piper launched its first Annual Global Patent Symposium in Tokyo, attended by 120 guests, including intellectual property and technology decision-makers from top Japanese companies.

Patent litigation heats up in the Southern District of Florida: practical implications for brand owners

26 MAR 2014

Patent litigation is on the rise nationally, with a record number of cases being filed every year. In 2013, over 6,800 cases were filed in the United States, the highest number ever and about a 10 percent increase from 2012.

Intellectual Property and Technology News (United States) Issue 21, Q1 2014

26 MAR 2014

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Artificial intelligence: patentability of an interface between the human brain and a computer

30 MAR 2017

Drafted appropriately, inventions that allow interaction between the human brain and a computer can indeed be patent-eligible.

EU: new obligations for digital services providers and operators of essential services

28 JUN 2016

In line with the EU's broader Cyber Security Strategy, the NIS Directive is a significant step towards a more secure cross-border cyberspace with a high shared level of network and information system security.

Distributing patent rights between affiliates: guidelines to support enforcement rights around the world

16 NOV 2015

Considering a few issues at the outset when rights are distributed between Parent and Affiliate (or between multiple affiliates) may avoid difficulties in the future when a company wants to enforce patent rights.

Plan now to use off-band communications during an incident response: key points

27 OCT 2015

A robust IR plan should include communications techniques that operate outside regular company communication methods.

EU law on cookies

10 SEP 2014

A guide detailing how the 'Cookies Regulation' (Article 5(3) of the E-Privacy Directive) has been implemented into the law of the EU member states.

The Cybersecurity Framework: Administration, Congress move to incentivize private-sector cooperation,

strengthen federal acquisition process

12 SEP 2013

The future of DNA patents

4 SEP 2013

The US Supreme Court rules on the patentability of a test for breast cancer related genes - a decision that, we find, is a partial victory for all involved.

The right of publicity in college sports

4 SEP 2013

College athletes' right-of- publicity claims have the potential to dramatically alter current business models.

Trade Dress Watch - the value of trade dress litigation is on the rise

4 SEP 2013

Do you need an enforcement strategy to protect your trade dress?

Law à la Mode

31 JUL 2013

[LAW À LA MODE SERIES](#)

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates.

Congress, Administration move forward to secure critical US infrastructure

11 JUL 2013

Cybersecurity and US federal public procurements: what contractors need to know

11 MAR 2013

Practical considerations for US federal contractors

Corporate governance also means protecting your technology and information

7 MAR 2013

EU releases cybersecurity strategy

15 FEB 2013

What companies need to know about the Obama Administration's Cybersecurity Order

14 FEB 2013

Auditing Colombia's agriculture IP

10 Dec 2012

A DLA Piper team audits Colombia's agriculture-related IP and sought to identify Colombian agricultural innovations which are not protected by patents and may have export value.

Colombia: gateway to South America's Patent Prosecution Highway

10 Dec 2012

Understanding the need for more robust patent laws, the Colombian government is aggressively reshaping its IP system.

Law à la Mode

20 SEP 2012

LAW À LA MODE SERIES

This issue of Law à la Mode is brought to you by our German editorial team, in the midst of a month in which fashion capitals around the globe are enjoying Fashion Week S/S 2013.

Federal agencies, Congress accelerate defense against cyber attacks – every private company will be affected

21 Mar 2012

Whose followers are they, and how much are they worth?

3 JAN 2012

UK: The real risk of cyber attack

1 AUG 2011

Spiders, bots and other creepy crawlers: protecting your company website

10 Mar 2010

NEWS

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 Allianz Real Estate on the acquisition of EDGE Hafencity in Hamburg

2 August 2019

DLA Piper has advised Allianz Real Estate on its acquisition of the office property EDGE Hafencity as part of an off-market forward deal. EDGE Hafencity Hamburg will be a 15-storey building with a total lettable area of approximately 22,500 sqm.

DLA Piper advises Bauer Media on acquisition of majority stake in Mono Solutions

1 August 2019

DLA Piper has advised Bauer Media Group on the acquisition of a majority stake in Mono Solutions, the leading white label Software-as-a-Service (SaaS) platform provider for small businesses headquartered in Denmark.

DLA Piper to advise ITW Global Leaders' Forum on blockchain-based telecoms platform

2 July 2019

DLA Piper has been appointed to advise the ITW (International Telecoms Week) Global Leaders' Forum (GLF) on the launch of a special purpose vehicle that will develop a live, blockchain-based platform.

DLA Piper advises KRAHN on acquisition of eMBe Products & Service

26 June 2019

DLA Piper has advised chemical distributor KRAHN Chemie GmbH on its acquisition of eMBe Products & Service GmbH, one of the leading additive manufacturers for the ceramics and powder metal industry in Europe.

DLA Piper advises Rolls-Royce on acquisition of Siemens' eAircraft business

21 June 2019

DLA Piper has advised Rolls-Royce plc on the acquisition of Siemens' electric and hybrid-electric aerospace propulsion

activities, eAircraft. The acquisition will accelerate the delivery of Rolls-Royce's electrification strategy and boost its ambition to play a major role in the "third era" of aviation. The completion of the transaction is expected in late 2019, following a period of employee consultation.

DLA Piper announces launch of Artificial Intelligence practice

14 MAY 2019

DLA Piper announced today the launch of its Artificial Intelligence practice, which will focus on assisting companies as they navigate the legal landscape of emerging and disruptive technologies, while helping them understand the legal and compliance risks arising from the creation and deployment of AI systems.

DLA Piper strengthens Intellectual Property and Technology offering in Russia

18 APR 2019

DLA Piper today announces that Julianna Tabastajewa will be joining the firm as a counsel in its Intellectual Property and Technology practice based in Moscow. Her practice focuses on IP protection and litigation in the area of pharmaceutical, competition and, media law, as well as franchising.

DLA Piper announces partnership promotions for 2019

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

DLA Piper successfully defends Samsung Electronics against Dyson

29 MAR 2019

DLA Piper acted on behalf of Samsung Electronics GmbH to lift a temporary injunction obtained by Dyson AG in January 2018 from the District Court of Düsseldorf. The injunction prohibited Samsung from making certain advertising statements for battery-powered vacuum cleaners. As some of the prohibited statements were also on the packaging this led to a de facto ban on the sale for the battery-powered vacuum cleaner.

DLA Piper hosts leading business and diplomacy conference

14 MAR 2019

DLA Piper's London office has hosted the Annual Conference of the International Diplomatic and Business Exchange (IBDE).

DLA Piper announces launch of Blockchain and Digital Assets practice

26 FEB 2019

DLA Piper announced today the launch of its Blockchain and Digital Assets practice, which will offer strategic advice on a global

basis to address the needs of companies implementing blockchain technology solutions and creating and deploying digital assets.

DLA Piper joins Governing Council for Hedera Hashgraph

20 FEB 2019

DLA Piper has joined the initial group of Governing Council members for Hedera Hashgraph, a next-generation public ledger designed to have highly diversified governance and the most distributed consensus at scale. The announcement was made at Hedera Hashgraph's first annual summit in Seoul, Korea.

As part of the council, DLA Piper will help oversee changes to the software run by millions of Hedera distributed nodes over time. The governing council has been established to ensure stability and guaranteed continued decentralization to the Hedera Hashgraph distributed public ledger.

DLA Piper bolsters Data Protection practice

4 FEB 2019

DLA Piper in Germany has hired Intellectual Property & Technology of counsel Prof Dr Jürgen Taeger, who joined the firm's Cologne office with effect from 1 February 2019.

DLA Piper expands new Dublin office with four-partner hire

9 JAN 2019

DLA Piper today announces the appointment of four new partners from highly-regarded Irish firms to its newly opened Dublin office into four key practice areas of Finance and Projects (F&P), Corporate, Intellectual Property and Technology (IPT) and Employment. These hires follow the appointment of Corporate partner David Carthy as Ireland Country Managing Partner in May 2018.

Technology sector poised for big data wave in finance and sales departments – DLA Piper European Tech Index

12 DEC 2018

Harnessing big data is becoming standard practice for IT and marketing teams in technology, but DLA Piper's 2018 Tech Index reveals that a revolution may now be underway in finance and sales departments as well. Responses from 350 tech sector senior executives in Europe indicate that compared to 2016, organizations are increasingly identifying new opportunities in these additional departments, indicating a move towards widespread adoption of big data in the tech sector.

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 Ping An Global Voyager Fund on its first venture into continental Europe

22 NOV 2018

DLA Piper has advised one of China's biggest financial conglomerates, Ping An Global Voyager Fund on its EUR 41.5 million investment in finleap, Europe's largest fintech company builder.

DLA Piper advises Rolls-Royce Power Systems on its investment in Qinous

1 OCT 2018

DLA Piper has advised Rolls-Royce Power Systems on its investment in Qinous GmbH, a global provider of innovative energy storage and control systems. With this investment, Rolls-Royce Power Systems is expanding its portfolio by including turnkey autonomous electricity grids, known as microgrids.

DLA Piper advises Finlab AG on launch of a 100-million dollar fund and investment into Instaffo

27 SEP 2018

DLA Piper has advised, one of the largest German company builders and investors in the financial services technology sector, Finlab AG on their seven-digit investment, made through its EOS fund "FinLab EOS VC Europe I GmbH & Co. KG", into Instaffo GmbH, developer of VAEON.

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.

DLA Piper advises Nemetschek on acquisition of MCS Solutions

31 AUG 2018

DLA Piper has advised the software supplier Nemetschek SE on the acquisition of the real estate and facilities technology firm MCS Solutions in Belgium, Sweden, India and the USA. The acquisition sees Nemetschek SE gain access to the rapidly growing market in building management.

DLA Piper wins Legal Adviser of the Year and recognized as UK Top Performer 2018 by Global Sourcing Association

25 MAY 2018

DLA Piper's Global Co-Head of Technology Sector, Kit Burden, was last night named Legal Advisor of the Year at the Global Sourcing Association (GSA) UK Top Performers and Professional Awards, held at the Hilton Manchester Deansgate

DLA Piper announces partnership promotions for 2018

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

DLA Piper launches Intellectual Property and Technology practice in Luxembourg

3 APR 2018

DLA Piper Luxembourg is pleased to announce the launch of its Intellectual Property and Technology (IPT) practice, with the appointment of Olivier Reisch as partner and head of the practice.

Businesses still not fully aware of Data Protection issues

31 JAN 2018

DLA Piper has released its second Data Privacy Snapshot report, finding that once again, company global privacy programs have gaps in meeting increasingly demanding global privacy principles. Significantly, it appears that many companies are falling short of data protection obligations under the General Data Protection Regulation (GDPR), which will start to apply from 25 May 2018.

DLA Piper names new global and US co-chairs for Intellectual Property and Technology practice

8 JAN 2018

DLA Piper has named Frank Ryan co-chair of the firm's global Intellectual Property and Technology practice and Ann Ford co-chair of its US IPT practice, both effective January 1.

Six months until GDPR: companies still reporting low levels of preparedness

15 Nov 2017

For the over 200 organisations responding to DLA Piper's Data Privacy Scorebox online survey tool since the start of the year, the average alignment score with all key international data privacy principles was 31.5%, as against an 38.3% average score for respondents in the 2016 calendar year.

DLA Piper launches Global Contract Laws v2.0

7 Nov 2017

DLA Piper has launched a newly updated version of its *Global Contract Laws* online resource. *Global Contract Laws v2.0* covers laws from more than 50 countries, including the UK, the US, Australia, China, and Germany, as well as new countries in Asia and South America.

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*.

DLA Piper named one of the most innovative law firms in Europe by the Financial Times Innovative Lawyers Europe Report 2017

6 OCT 2017

DLA Piper is one of the top five most innovative law firms in Europe according to the Financial Times Innovative Lawyers Europe report 2017.

Now in its twelfth year, the FT Innovative Lawyers Report assesses lawyers on their innovation both for clients and in their own businesses. It is one of the top legal rankings in Europe and the accompanying awards are widely regarded as the best researched in the market.

DLA Piper launches new platform for *Guide to Going Global* series

20 SEP 2017

DLA Piper has launched a new platform featuring its *Guide to Going Global* series, an online resource designed to help companies operating and growing their international businesses.

DLA Piper advises ATESTEO on the acquisition of straesser Group

15 SEP 2017

In Germany

Industrial property rights are a key and valuable asset for any company – whether it involves protecting your trademarks, designs, patents and other innovations, or else exploiting and enforcing your intellectual property (IP). Amid globalized competition, it's important in every sector to defend your competitive advantage in your key markets, both at home and abroad.

The same is true when it comes to carrying out complex IT and outsourcing projects and optimizing your IT contract and licence management so as to avoid significant liability risks and competitive disadvantages. The ever-growing complexity of legal parameters makes it especially challenging to optimally develop, maintain and use intangible assets and to institute corporate processes on a secure legal foundation, while at the same time preserving economic efficiency. This is why you should turn to experienced experts in the field of IP, and technology and sourcing, whose practical advisory services are adapted to the local

market while still paying attention to the global context.

DLA Piper's German Intellectual Property & Technology (IPT) team is an integral part of our international IPT network, and with more than 560 lawyers it is one of our firm's biggest practice groups. This practice group also includes our experts on distribution law, because the IPT and commercial areas are closely connected in the practice of business law. Of course, a key role in any company's operations is played by commercial and distribution law and the associated drafting of contracts. Our experts offer comprehensive advisory services in this area in a variety of industries and sectors, in both a national and international context – including CISG and Incoterms. You can benefit from our experience when it comes to optimizing your business objectives and harmonizing them with legal parameters at home and abroad.

Local and international integration – that's the basis of our IPT's advisory successes. You will find contacts in our German offices in Frankfurt, Hamburg, Cologne and Munich who not only have experience in their specific advisory field but also possess deeper knowledge of your sector – be it life science and health care, retail and consumer products, fashion and design, technology and IT infrastructure, automotive, industrials or sports, media and entertainment, to name only a few examples. Because of the breadth of our advisory practice, you can be assured of having the support of the right specialized adviser for your individual needs.

Our integrated team extensively advises national and international clients in all areas of industrial property rights, information technology and telecommunications law, data and confidentiality protection, and commercial and distribution law:

- We can advise you in registering rights to protect your ideas and concepts. We can work with you or our outside patent lawyers in registering technical inventions to ensure that you have access to the right technical expert for your innovations.
- When it comes to exploiting and enforcing your protected rights, our local focus means that we have extensive experience of the particular requirements of the relevant courts and (customs and registration) authorities. Because of our close international links with colleagues in other jurisdictions, cross-border litigation (and the strategic orientation of international proceedings in particular) is one of our specialities.
- As experienced specialists, we can structure and manage complex technology-related transactions and (out)sourcing projects (project-specific advisory services) and optimize your IT contract and licence management (ongoing advisory services). We can also advise and represent you, both in technology-related legal disputes and in local and cross-border business transactions.
- We provide advice on all legal aspects of dealing with business data. Besides advising on measures to protect general business data from espionage, the focus of our practice is on advising about personal data – from ensuring group-wide exchange (of, inter alia, employee data), through collecting and using customer data on the Internet in compliance with data protection regulations, to specific issues with respect to safeguarding medical data as well as banking and telecommunications secrecy. In these areas, we provide advisory services in both national and cross-border projects.
- With our expertise, we can support you in creating and configuring the legal aspects of national and international distribution systems. Take advantage of our experience in developing, negotiating and executing your commercial contracts in all areas of operations. We will also help you to resolve conflicts and settle disputes, in or out of court.

If further aspects in other areas of law play a role, we will involve our specialized (German or foreign) colleagues so as to ensure optimal advisory services tailored to you and your company.

FOCUS AREAS

We advise clients in the following areas:

- Information technology and telecommunications
- Industrial property rights and intellectual property
- Patent and utility model law
- Design law (formerly known as registered designs)
- Copyright law
- Sports law
- Media and film law
- Personal rights law and press law

- Data protection and security
- Commercial and distribution law (including franchise law)

EXPERIENCE

- Ongoing advising and representation of a leading global electronics group in trademark disputes and disputes concerned with competition law
- Represented a leading global manufacturer of LEDs in international patent infringement proceedings against a manufacturer of television sets; coordinated the actions in a total of six jurisdictions
- Represented a major manufacturer of injection pumps in cross-border patent infringement proceedings in Germany, the UK and France
- Advised a leading German television company concerning the sale and licensing of national and international film and sports broadcasting rights, including broadcasting rights for the German National Soccer League
- Advised a DAX group of companies on various secondary outsourcing projects, including competitive bidding on acquiring operation of the group-wide communications infrastructure
- Advised a European telecommunications supplier on renegotiation of an outsourcing agreement on overall network operations (mobile and landline)
- Advised an energy supply company on the acquisition of its entire IT operations by a third-party service provider from an IT service provider within the group
- Advised a leading global U.S. pharmaceuticals company on a cross-border project relating to introducing and outsourcing an electronic personnel records system in eight European jurisdictions; drafted and negotiated data processing and transmission agreements
- Ongoing advising of a global market leader in the field of electronic entertainment on a Europe-wide distribution system, Internet distribution, revisions of the standard contract portfolio and regulatory issues
- Ongoing advising of an international supplier of telecommunications solutions in the area of commercial and distribution law, especially with respect to cooperation and contract manufacturing agreements

RECOGNITION

- *JUVE* nomination (IPT Firm of the Year)
- Regular rankings in *JUVE*, *The Legal 500*, *Chambers & Partners*, *Best Lawyers*