



Dr Beatrice Brunn

Counsel
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Dr Beatrice Brunn focuses on intellectual property law (e.g. unfair competition (passing off) and advertising law) and distribution law. Within these areas of law she litigates disputes from start to finish at the civil courts, drafts contracts and advises clients with respect to marketing and distribution measures as well as the launch of new products.

Her client list includes leading national and international companies of the online, e-commerce, advertising and media industry (e.g. publishers, broadcasting and direct marketing companies) as well as the mail order industry.

LANGUAGES SPOKEN

- English
- German

- Advice and representation of a pharmacy customer magazine publisher with respect to mass warning letters addressed to their subscribers.
- Advice and representation of a leading European magazine publisher in extensive disputes with some of their sales agents concerning their remuneration.
- Advice and representation of one of Germany's leading advertising sales companies with respect to the marketing of advertising space on the internet.
- Advice and representation of a leading online dating service in diverse unfair competition disputes (e.g. concerning market leader claims) with its major competitors.
- Advice and representation of a shopping community in unfair competition disputes with a product manufacturer.
- Advice and representation of a leading European magazine publisher in all main matters of direct marketing (e.g. drafting of contracts, checking of marketing measures and representation in disputes).

- Antitrust and Competition
- Intellectual Property and Technology
- Product Liability, Mass Torts and Product Stewardship
- Media, Sport, Gaming and Entertainment
- Trademark and Copyright

- Life Sciences
- Media, Sport and Entertainment
- Technology

English German

- Advice of the German Direct Marketing Association with respect to dialogue marketing issues.

CREDENTIALS

Professional Qualifications

- Rechtsanwältin admitted with Hanseatische Rechtsanwaltskammer Hamburg

Prior Experience

Prior to joining DLA Piper in 2015 Beatrice worked for two international law firms. Both with a very strong IP practice and each being consistently ranked as one of the best IP practices.

After her Master studies she worked as a research assistant at a chair of public, media and telecommunications law at the University of Hamburg.

Recognitions

- *Handelsblatt* in cooperation with *Best Lawyers 2022*: Recommended for advertising law
- *Legal 500 Germany 2022*: Recommended for intellectual property: unfair competition

Education

- University of Hamburg, First State Examination, 2000
- Higher Regional Court of Hamburg, Second State Examination, 2006
- University of Mannheim/University of Adelaide, MCL, 2002
- Johannes Gutenberg-University Mainz, Ph.D., 2007

Memberships

- German Association for Intellectual Property Rights and Copyright
- DialogNatives, Board Member

Lecturer

Beatrice is a lecturer for unfair competition and advertising law at the Hamburg Media School and frequently delivers presentations on unfair competition and advertising law.

INSIGHTS

Publications

Mitigate the legal risks of influencer marketing with our updated and expanded Influencer Marketing Guide

11 April 2022

Influencer marketing continues to play an increasingly important role in marketing strategies. However, there are numerous legal challenges for influencers and the brands they cooperate with, and influencer marketing remains a focus for advertising regulators around the world.

- 'Similarity of core elements with respect to advertising violations', *GRUR Prax 2015*, 388
- 'Getting the Deal Through', *Germany Advertising & Marketing 2015*
- 'Making contact via XING can breach the German Law against unfair competition', *GRUR-Prax 2012*, 146