



Dr Nico Brunotte LL.M. (Cambridge)

Counsel

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Dr Nico Brunotte advises national and international clients in the private and public sectors as a specialist in IT law on digital business models, in particular the implementation of innovative digital concepts and B2C and B2B platforms.

He has particular experience in e-commerce and online marketing. Nico regularly supports his clients in complex technology projects in the area of M&A transactions and joint ventures.

His focus includes the drafting of contracts including terms and conditions as well as the support of contract negotiations.

As Legal Tech Fellow, Nico is jointly responsible for DLA Piper's legal tech strategy in Germany.

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

LANGUAGES SPOKEN

- English
- German

- Advising an international MRO-service provider on the development and introduction of various B2B platforms, including legal questions in the areas of contract law, copyright law, data protection law and big data/data analytics.
- Advising a major German city on the development and implementation of digital projects including contract negotiations and tender process.
- Advising Johann Michael Sailer Verlag GmbH & Co. KG and a multinational e-commerce and tech company on issues in e-commerce (B2C terms of use and online stores) as well as media companies on the creation and negotiation of contracts; including the introduction of a new logistics software and various contractual law topics in the areas of software development, media, sponsoring as well as call centers.

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

- Technology
- Media, Sport and Entertainment

English German

- Advising Vollpension Medien GmbH and further digital agencies as well as companies on contracts for online marketing, including influencer marketing, digital campaigns and ad tech.
- Advising everstox GmbH and other international and national start-up companies (gaming, payment, logistics) on the market launch in Germany or Europe, software development, transfer of intellectual property and various legal questions in the areas of digital business and data protection law.
- Advising technology companies (e.g. entertainment electronics and Smart-Home-Technology) several professional football club of the German Bundesliga and automotive companies on the creation of terms of use for online platforms and other issues in the area of e-commerce, digital business, transfer of IP rights and data protection law.

CREDENTIALS

Professional Qualifications

- Rechtsanwalt admitted with Hanseatische Rechtsanwaltskammer Hamburg

Prior Experience

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

Recognitions

- Handelsblatt in cooperation with Best Lawyers 2022: Recommended for information technology law.

Education

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

Memberships

- Alumni of Emmanuel College (University of Cambridge)
- Deutsche Gesellschaft für Recht und Informatik (DGRI)

Lecturer

- Nico lectures E-Commerce and Intellectual Property Law at the Hamburg Media School.
- Nico is a lecturer on legal issues and online marketing at Deep Dives from Online Marketing Rockstars (OMR).

INSIGHTS

Publications

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

Selected publications:

- OMR Report, Professional Guide Influencer Marketing, Influencer Marketing – Template for contract, March 2022, p. 115.
- OMR Report, Professional Guide Gen Z, Legal framework for Gen Z marketing, January 2022, S. 123 ff.
- Confidentiality Agreements in Corporate Practice - New Developments through Legislation and Legal Tech, Wirtschaftsinformatik & Management, January 2022 (together with Dr. Bertram Küppers, Bissantz & Company GmbH, Hanna Lütken and Christoph Engelmann)
- Legal Tech – between buzzword and reality, Azur, 2/2021, S. 136 f. (together with Hanna Lütken and Christoph Engelman)
- Regulation of legal tech by the EU's AI Act, RD i 2021, 317 (together with Christoph Engelmann and Hanna Lütken)
- OMR Report, Professional Guide to LinkedIn, Legal issues: corporate influencers and company pages on LinkedIn, March 2021, S. 73 f.
- OMR Report, Professional Guide to Podcast, Law x Podcast, February 2021, S. 92 ff.
- Online Marketing Rockstars – Podcast OMR Education, The six most common legal mistakes in online marketing with Nico Brunotte, January 2021 (link)
- OMR Report, Strategy Guide to E-Commerce, Legal aspects of e-commerce, September 2020, S. 74 ff.
- Rockstars Report, Facebook & Instagram Advertising, Facebook-Pixel vs. DSGVO, Oktober 2018, S. 146 ff.
- Virtuelle Assistenten – Digitale Helfer in der Kundenkommunikation, Computer und Recht 2017, S. 583 ff.
- Virtuelle Assistenten: Europäische Union sieht Handlungsbedarf bei rechtlichen Rahmenbedingungen, Datenschutz-Berater, Heft 07-08, S. 155
- Virtuelle Assistenten, Creditreform, Heft 07/2017, S. 41
- Chatbots: Offene Fragen bei rechtlicher Haftung, IT-ZOOM, 12.06.2017
- Chatbots: Was ist bei der Revolution im Kundenservice zu beachten?, SearchSecurity, 06/2017
- Der virtuelle Assistent kommt - trotz offener rechtlicher Fragen, content manager, 02.07.2017
- Chatbots im Kundenservice - Was sind die rechtlichen Fallstricke?, it-daily.net, 02.07.2017
- German Court Confirms ECJ Ruling on Liability for Links, Blog, 11.01.2017 (zusammen mit Dr. Martin Gerecke, M.Jur. (Oxford))

Events

Selected lectures and seminars:

- Legal Tech – Current trends and usage in corporate organisations, webinar for Beiersdorf AG (together with Hanna Lütken), 29.06.2022, Hamburg
- New legal framework for digital businesses: cancellation button and paying with data, Inhouse-Workshop, 21.06.2022, Hamburg
- Legal Tech - How modern technologies can support you in your everyday life (client webinar), 29.03.2021, Webinar (together with Hanna Lütken and Christoph Engelmann)
- Instagram and Influencer Marketing - Legal Framework and contract drafting, W&V, 24.03.2021, Webinar (together with Karolin Wallasch and Sven Wedig, Vollpension Medien GmbH)
- Contract work and cooperation in software development – how is intellectual property protected?, Inhouse-Workshop, 03.02.2022, Hamburg
- Deep Dive Instagram Marketing – Legal framework for marketing on Instagram, Online Marketing Rockstars, 25.01.2022, Webinar
- Sales platforms on the Internet: Shopping portals, marketplaces and online auctions, University of Hamburg, 09.12.2021
- Legal Tech and Big Law, University of St. Gallen, 01.12.2021, Webinar (together with Hanna Lütken and Christoph Engelmann)
- Successfully plan, deploy and analyze influencer marketing, Quadriga University, 19.11.2021, Webinar (together with Karolin Wallasch and Sven Wedig, Vollpension Medien GmbH)
- Deep Dive Instagram Marketing – Legally compliant marketing on Instagram, Online Marketing Rockstars, 21.09.2021, Webinar
- Influencer Marketing - legal framework and legal pitfalls, W&V, 17.09.2021, Webinar
- Deep Dive Instagram Marketing – Legally compliant marketing on Instagram, 11.05.2021, Webinar
- Legal Tech at DLA Piper, jura connect Bonn (together with Christoph Engelmann), 18.05.2021, Webinar
- Media law in digital communication: copyright, use of content and license agreements, Media Workshop, 23.02.2021, Webinar

- Online marketing: contract law and data protection law, inhouse workshop (together with Katharina Pauls), 16.02.2021, Webinar
- Sales platforms on the Internet: Shopping portals, marketplaces and online auctions, University of Hamburg, 04.02.2021, Webinar
- Deep Dive Instagram Marketing – Legally compliant marketing on Instagram, 26.01.2021, Webinar
- Legal Tech at DLA Piper, jura connect Freiburg, Heidelberg and Tübingen (together with Christoph Engelmann), 26.01.2021, Webinar
- Legal Tech at DLA Piper, Myjobfair Fair Cologne (together with Hanna Lützens), Myjobfair Messe Köln, 02.12.2020, Webinar
- Image and media use – legal risks for agencies and contract design, Inhouse-Workshop (together with Prof. Dr. Stefan Engels), 01.12.2020, Webinar
- E-commerce and IP rights in social networks, Hamburg Media School, 11.11.2020, Webinar
- Deep Dive Instagram Marketing – Legally compliant marketing on Instagram, 09.11.2020, Webinar
- Canvas & Whiteboard Tools, Risks from Contract and Privacy Law (together with Katharina Pauls and Daniel Schäfer), 30.09.2020, Hamburg
- Deep Dive Instagram Marketing – Instagram Law, legal framework and legal pitfalls for marketer on Instagram, 15.09.2020, Hamburg
- E-commerce and IP rights in social networks, Hamburg Media School, 05.08.2020, Hamburg
- Instagram Marketing Seminar – Instagram Law, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 11.02.2020, Hamburg
- Online Advertising: Limits and possibilities, University of Hamburg, 30.01.2020, Hamburg
- Digitization of legal departments, German Airports Association (Flughafenverband ADV), committee for law and security, 07.11.2019, Nürnberg
- E-commerce and IP rights in social networks, Hamburg Media School, 06.11.2019, Hamburg
- Instagram Marketing Seminar – Instagram Law, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 24.09.2019, Hamburg
- E-commerce and digital energy distribution, VKU Akademie, 03.09.2019, Hannover
- E-commerce and IP rights in social networks, Hamburg Media School, 10.04.2019, Hamburg
- Instagram Marketing Seminar - Practical knowledge for online professionals, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 09.04.2019, Hamburg
- Consumer protection in the e-commerce sector, University of Hamburg, 25.10.2018, Hamburg
- Instagram Marketing Seminar - Practical knowledge for online professionals, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 23.10.2018, Hamburg
- Instagram Marketing Seminar - Practical knowledge for online professionals, legal framework and legal pitfalls for marketer on Instagram, Online Marketing Rockstars, 19.06.2018, Hamburg
- E-commerce and IP rights in social networks, Hamburg Media School, 25.04.2018, Hamburg
- Media and press law - texts, images and social media, Verband Deutscher Privatschulverbände e.V. (together with Linn Wotka), 22.02.2018, Berlin
- Influencer Marketing - legal frameworks, drafting of contracts and legal consequences, Influencer Marketing Day of the Organisation Werbungtreibende im Markenverband (OWM), 22.02.2018, Berlin
- Legal implications of influencer marketing, University of Hamburg, 25.01.2018, Hamburg
- Children and advertising - webinar with Elements of Art GmbH (together with Sandra Gramzow, Zalando SE), 18.10.2017
- Legal Update - Online Marketing and Law, In-house Workshop at artaxo GmbH, 02.08.2017, Hamburg
- News in Online Marketing Law, Online Marketing Rockstars Festival (together with Dr Martin Gerecke, M. Jur. (Oxford)), 03.03.2017, Hamburg
- News in Online Marketing Law, In-house Workshop at The Swatch Group (Deutschland) GmbH (together with Dr Martin Gerecke, M. Jur. (Oxford)), 02.02.2017, Eschborn

NEWS

Best Lawyers / Handelsblatt recommends a total of 90 lawyers from DLA Piper in Germany

24 June 2022

This year, the U.S. publisher Best Lawyers has once again recognized numerous DLA Piper lawyers in Germany in various areas of law.

DLA Piper advises Fyllo on the acquisition of Semasio

19 April 2022

DLA Piper has advised Fyllo, a compliance-first platform providing data-driven marketing and regulatory solutions for high-growth industries, on the signing of a Stock Purchase Agreement with Semasio, a pioneer in unified targeting for digital marketing.

DLA Piper advises EQT Ventures on seed funding round in Start-up Superlist

13 April 2022

DLA Piper has advised EQT Ventures on its investment in Superlist in a USD10 million round of seed funding alongside Cherry Ventures and other angel investors.

DLA Piper advises Highberg Group on acquisition of Schickler Consulting

9 March 2022

DLA Piper has advised the Highberg Group on the acquisition of consulting agency Schickler Unternehmensberatung in Hamburg.

DLA Piper advises EQT Ventures on funding round in foodtech platform voilà

17 February 2022

DLA Piper has advised EQT Ventures on its investment in the foodtech company voilà in a USD10 million financing round. voilà is a platform for at-home high-end food experiences. EQT Ventures led the financing round alongside FoodLabs and other business angels.

DLA Piper advises Heidelberger Druckmaschinen on acquisition of charging station technology from EnBW

7 December 2021

DLA Piper has advised Heidelberger Druckmaschinen AG (Heidelberg) on the acquisition of the charging station technology of Karlsruhe based energy company EnBW.

DLA Piper advises Jungheinrich AG on the acquisition of arculus GmbH

10 November 2021

DLA Piper has advised Jungheinrich AG on the acquisition of arculus GmbH, a technology company based in Munich that operates in the autonomous mobile robots (AMR) sector.

DLA Piper advises SevenVentures on investment in Sanity Group

30 March 2021

DLA Piper has advised SevenVentures on its media-for-equity investment in Berlin-based start-up Sanity Group. The investment sum is in the single-digit million range.

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

18 December 2020

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