



## 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.

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### Publications

#### Episode 4 – enforcement of UPC decisions

23 September 2022

#### [UPC ON THE GO – PRACTICAL ADVICE ON THE UNIFIED PATENT COURT](#)

Frank Valentin leads the DLA Piper Intellectual Property practice in France and has significant experience in the Tech and Life Sciences sectors. In this episode, Frank continues his conversation with Cédric Meiller, a senior IP lawyer also based in our Paris office, to discuss how judgments will be enforced in the UPC.

#### [Paul Allen](#)

Partner

Dubai

T: +971 4 438 6295

[paul.allen@dlapiper.com](mailto:paul.allen@dlapiper.com)

#### [Sean C. Cunningham](#)

Partner

San Diego (Downtown)

T: +1 619 699 2900

[sean.cunningham@dlapiper.com](mailto:sean.cunningham@dlapiper.com)

- International Corporate Reorganizations
- Energy and Natural Resources
- Financial Services
- Life Sciences
- Media, Sport and Entertainment
- Technology
- Infrastructure, Construction and Transport

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### Blockchain and Digital Assets News and Trends

21 September 2022

## BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS

IRS releases draft Form 1040 with new cryptocurrency question; lawsuit may expand liability exposure of blockchain software developers.

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### SEC Chair Gensler continues to push broad SEC authority over digital assets

21 September 2022

Tokens generally meet the definition of a security under the Howey test because the investing public is expecting profits derived from the efforts of others in a common enterprise.

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### Biden Executive Order directs a broader national security focus on foreign investments

20 September 2022

This marks the first time since CFIUS was established in 1975 that a president has publicly issued such direction.

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### European Commission flexes extraterritorial muscles to force changes to the Privacy Act

20 September 2022

The Ministry of Justice has announced that the Government is considering amendments to the data subject collection notification requirements under the Privacy Act 2020. As part of this process, the Ministry has requested feedback from stakeholders and the public on the proposed changes by 30 September 2022.

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### Ministry of Justice consultation on Privacy Act amendments

20 September 2022

The Ministry of Justice has announced that the Government is considering amendments to the data subject collection notification requirements under the Privacy Act 2020. As part of this process, the Ministry has requested feedback from stakeholders and the public on the proposed changes.

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### Inside Manolo Blahnik's 22-year trademark battle

15 September 2022

In this in-depth case study, Edward Chatterton, Partner, Hong Kong, and Crystal Cai, Senior Consultant, Shanghai, recount a trademark battle that spanned 22 years but ended with Manolo Blahnik winning the fight to register his brand in China.

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### The Ethereum Merge: what does the hard fork mean for my NFT licenses?

September 13, 2022

Some interesting questions arise in the event of a hard fork and the subsequent duplication of the then-existing Ethereum NFTs and their continuing co-existence on the divergent Ethereum blockchains.

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### Advertising Laws of the World

7 September 2022

We are delighted to announce the launch of the Advertising Laws of the World guide – a global comparative handbook for clients created

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by the DLA Piper global Advertising and Marketing Law team.

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## Federal agency reports on responsible development of digital assets are due this week

6 September 2022

An array of agency reports are due.

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## Tax and digital transformation in Latin America

30 August 2022

[PANORAMA](#)

As Latin American companies navigate new technologies, they must consider relevant jurisdiction-specific laws.

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## Episode 3 – how to choose the right court

26 August 2022

[UPC ON THE GO – PRACTICAL ADVICE ON THE UNIFIED PATENT COURT](#)

Frank Valentin leads the DLA Piper Intellectual Property practice in France and has significant experience in the Tech and Life Sciences sectors. In this episode, Frank is joined by Cédric Meiller, a senior IP lawyer who is also based in our Paris office, to discuss how to choose the right court for your dispute in the new system.

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## Blockchain and Digital Assets News and Trends

22 August 2022

[BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Proposed legislation aims to strengthen CFTC oversight of crypto marketplace; SEC imposes automatic penalties for failure to comply with a consent order; NFT projects reconsider licensing strategies

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## Colombia's National Mining Authority is tracking contracts on the blockchain: What can other Latin American countries learn from this experience?

18 August 2022

[PANORAMA](#)

The Agency registers each mining concession contract as a non-fungible token, making it a unique, encrypted digital asset.

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## Episode 2 – the language issue

12 August 2022

[UPC ON THE GO – PRACTICAL ADVICE ON THE UNIFIED PATENT COURT](#)

Gualtiero Dragotti, a partner in our Milan office and Co-Chair of DLA Piper's global patent group who specialises in Life Sciences, looks at the controversial topic of language in the new system.

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## ULC approves important new amendments to the Uniform Commercial Code for state adoption

2 August 2022

The Amendments are wide ranging and cover a variety of topics and issues.

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## Episode 1 – the basics

28 July 2022

### [UPC ON THE GO – PRACTICAL ADVICE ON THE UNIFIED PATENT COURT](#)

Markus Gampp, head of the firm's German patent practice and Co-Chair of DLA Piper's global patent group, who has a special interest in the Tech sector, begins our podcast series by introducing the concept of the UPC and explaining why you should care about it.

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## Bankruptcies begin for crypto firms as “crypto winter” settles in

25 July 2022

The crash in cryptocurrency prices has erased nearly \$2 trillion in market value and forced three large firms into bankruptcy proceedings.

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## Blockchain and Digital Assets News and Trends

25 July 2022

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Bankruptcies begin for crypto firms as “crypto winter” settles in; two US states will tax income from NFT sales; agreement reached on EU's new MICA regulation

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## China's emerging data protection laws bring challenges for conducting investigations in China

25 July 2022

China has introduced a number of major data protection laws, including the Personal Information Protection Law and the Data Security Law. These new laws will pose significant challenges for companies when conducting or responding to investigations in China.

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## M&A and private equity in LatAm in 2022: Driven by digitalization

21 July 2022

### [PANORAMA](#)

In the last two years, tech sector mergers and acquisitions (M&A) and private equity (PE) have seen continuous growth and show no signs of slowing down.

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## Trade dress protects your automobile's design

11 July 2022

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

Trade dress may be used to protect the unique, non-functional aspects of a car.

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## Committing to measurable ESG initiatives in the Food and Beverage Sector: Doing well by doing good

6 July 2022

### [ESG HANDBOOKS AND GUIDES](#)

At least 73 percent of the world's largest companies in the food and beverage sector have a sustainable development target, but only a quarter of these are setting time-bound targets and the remaining 27 percent have no sustainability strategy, according to the World Benchmarking Alliance.

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## The rise of global telehealth

30 June 2022

### [AT THE INTERSECTION OF SCIENCE AND LAW PODCAST SERIES](#)

Partners Kristi Kung and Greg Bodulovic discuss the rise of telehealth amid the COVID-19 pandemic, as well as advancements in technology aiming to address disparate access to healthcare globally.

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## Exploring the metaverse: What laws will apply?

22 June 2022

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

For those intrigued by the metaverse, and for creators building metaverse projects, here are practical considerations.

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## Blockchain and Digital Assets News and Trends

16 June 2022

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Responsible Financial Innovation Act, the new proposed crypto regulation bill, provides some clarity on tax issues.

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## Responsible Financial Innovation Act, the new proposed crypto regulation bill, provides some clarity on tax issues

16 June 2022

The proposed tax provisions would, if enacted, address at least a few of the industry's largest complaints.

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## The meteoric rise of the data centre: Global data centre investment outlook

14 June 2022

Deal activity in data centre infrastructure has reached unprecedented levels. Our report, The meteoric rise of the data center: Global data center investment outlook, examines the reasons behind this surge in activity and the increasingly significant role ESG has to play when making investments.

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## Negotiating InsurTech agreements: checklist

2 June 2022

This checklist highlights the key legal and commercial issues to consider when negotiating and drafting a technology contract for a business in the insurance sector.

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## Biden Administration's Greenbook signals continued focus on taxation of cryptocurrency and digital assets

23 May 2022

The Greenbook outlines a number of tax proposals addressing trading and lending of cryptocurrency and digital assets.

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## Blockchain and Digital Assets News and Trends

23 May 2022

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

OECD releases public consultation document on crypto tax reporting in effort to increase transparency.

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## OECD releases public consultation document on crypto tax reporting in effort to increase transparency

23 May 2022

The proposed framework would provide for automatic exchange of tax-relevant information between tax administrations for cryptoasset transactions.

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## Protecting your IP in Russia: Best practices, action steps

18 May 2022

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

US companies may take action in Russia to protect their IP rights, notwithstanding US economic and trade sanctions.

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## eSignature and ePayment News and Trends

11 May 2022

### [ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

Embracing the movement towards digital and ESG.

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## Is the “transformative” use defense unfair?

28 April 2022

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

“Let’s Go Crazy” is not simply a song by Prince, but, potentially, the theme song for the Supreme Court’s willingness to explore the doctrine of copyright fair use.

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## Sweeping New Rules for Foreign Software and Technology in Official Procurement

28 April 2022

For years Russia has been pursuing policies discouraging reliance on foreign technology in critical state infrastructure. This policy appears to have been accelerated in the current environment where foreign technology is less available to Russian state organizations.

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## List for Parallel Imports Issued

26 April 2022

A list of products and brands for which parallel import protections are suspended has been issued. The list came into force on 19 April 2022 in Order No. 1532 issued by the Ministry of Industry and Trade and establishes how new Russian rules are applied for parallel imports.

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## Blockchain and Digital Assets News and Trends

19 April 2022

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Treasury report on money laundering and terrorist finance in the art trade looks at NFT marketplaces; FDIC issues new crypto-asset guidance and notification requirements.

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## FDIC issues new crypto-asset guidance and notification requirements

19 April 2022

New requirements for FDIC-supervised institutions that engage, or intend to engage, in any crypto-related activities.

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## 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.

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## Protecting your therapeutic assets: The value of method of use patent claims

31 March 2022

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

MOU claims can offer robust protection throughout a small molecule's life cycle, from approval to the entry of a generic competitor.

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## Russian Government Assumes Broad Powers to Curtail IP Rights

14 March 2022

### [GLOBAL SANCTIONS ALERT](#)

These new rules give the Russian government broad, new powers over IP rights.

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## Enter the metaverse: Seeking patent protection for metaverse innovations

28 February 2022

### INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

Numerous companies are developing innovations for use in the metaverse, forging ahead with patent filings to protect this intellectual property.

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## How will the Unified Patent Court decide your case?

23 February 2022

The unitary patent and the Unified Patent Court (UPC) have moved another step closer since Austria's deposit of its ratification instrument triggered the start of the Provisional Application Period (PAP) on 19 January 2022.

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## Exploring the metaverse: What laws will apply?

22 February 2022

Like any new foundational technology, the metaverse remains confusing and unknown to many. Writing for *Chambers TMT 2022*, we explore key questions.

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## Blockchain and Digital Assets News and Trends

18 February 2022

### BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS

Lawsuit tackles tax treatment of staking rewards; SEC settles with crypto lending platform; emergency measures in Canada affect financial services entities.

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## eSignature and ePayment News and Trends

31 January 2022

### ESIGNATURE AND EPAYMENT NEWS AND TRENDS

Recently enacted federal and state laws, federal and state regulatory activities, fresh judicial precedent and more.

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## Developing Africa's capital markets

08 February 2021

### TECHLAW PODCAST

Join Trudy Wamala Karugaba, a partner in DLA Piper Africa's Uganda office, as she continues her discussion with Gokul Mani, Head of Middle East, Africa & India from London Stock Exchange, this time with a focus on Africa's developing capital markets landscape and the opportunities for African Tech.

DLA Piper TechLaw Podcast Series · Part 2 Developing Africa's capital markets

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## The capital markets landscape for African Tech

01 February 2021

### [TECHLAW PODCAST](#)

In Part 1 of Episode 47 in our TechLaw Podcast Series, Gokul Mani, Head of Middle East, Africa & India from London Stock Exchange, joins Trudy Wamala Karugaba from DLA Piper Africa's Uganda office to discuss the global capital markets landscape for African Tech, explaining why London provides an attractive listing destination for companies seeking to grow and expand internationally.

DLA Piper TechLaw Podcast Series · Part 1: The capital markets landscape for African Tech

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## When not to use the UDRP against domain name pirates

27 January 2022

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

*"Did any of you gentlemen want to have it out with ME?" Long John Silver, Treasure Island*

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## DLA Piper GDPR fines and data breach survey: January 2022

18 January 2022

Data protection supervisory authorities across Europe have issued a total of nearly EUR1.1 billion (USD1.2 / GBP0.9 billion) in fines since 28 January 2021, according to international law firm DLA Piper.

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## Blockchain and Digital Assets News and Trends

21 December 2021

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Breaking legal news on cryptoassets and cryptocurrency, plus: Google sues to disrupt massive botnet

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## Brands and influencers in the spotlight as FTC focuses on civil penalties for deceptive advertising

13 December 2021

More than 700 warning letters sent in just one month.

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## Examiner interviews and subject matter eligibility: Constructive steps for practitioners

13 December 2021

Examiner interviews allow a patent practitioner to have an ongoing dialogue with the examiners which may supplement official communications.

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## Intellectual Property and Technology News (North America), Issue 52, Q4 2021

13 December 2021

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

analysis and visionary ideas.

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### **Letter from the editor**

13 December 2021  
Looking ahead in a whirlwind year.

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### **Our latest podcasts**

13 December 2021  
mRNA technology and the COVID vaccine; using AI for drug discovery; AIs and the human factor.

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### **The Pharmaceutical Corner**

13 December 2021  
The “atomic bomb” of patent law.

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### **Two gifts, and a small lump of coal, from the USPTO to trademark owners**

13 December 2021  
The gifts: two new actions; the lump of coal: half the time to respond to Office actions.

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### **With Civil Cyber-Fraud Initiative, government sharpens focus on cybersecurity obligations for government contractors**

13 December 2021  
Deploying the False Claims Act to pursue cybersecurity-related fraud.

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### **Google files groundbreaking civil suit to disrupt massive botnet with blockchain backup system**

10 December 2021  
Civil actions to take down botnets have been around for years, but the blockchain aspect adds a new twist.

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### **UAE: Federal level data protection law enacted**

6 December 2021  
The United Arab Emirates (UAE) has enacted its long awaited federal level data protection law. This article examines some of its key features.

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### **Animal welfare and the depiction of animals in advertising**

29 November 2021

## [SUSTAINABILITY AND ESG ISSUES IN ADVERTISING](#)

In this vlog, Elena Varese discusses how brands should approach animal welfare claims in advertising from the perspective of Italian law.

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### **Blockchain and Digital Assets News and Trends**

22 November 2021

## [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Infrastructure bill, including crypto "broker" rules, becomes law.

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### **Blockchain and Digital Assets News and Trends**

18 October 2021

## [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Non-fungible tokens: What are the legal risks?

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### **Advertising and social responsibility**

1 October 2021

## [SUSTAINABILITY AND ESG ISSUES IN ADVERTISING](#)

In this vlog, Claire Sng discusses some of the UK's rules around advertising and social responsibility, in particular focusing on issues around gender, race and ethnicity.

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## Tech innovation for a happier future

28 September 2021

### [TECHLAW PODCAST](#)

Part two of Episode 46 in our TechLaw podcast series sees Mo Gawdat, former Chief Business Officer for Google X, bestselling author, serial entrepreneur and founder of the One Billion Happy movement, resume his conversation with DLA Piper partner and co-chair of the Technology Sector, Kit Burden. Following on from their discussion around AI, ethics and regulation, they also look at the relationship between innovation and technology when it comes to our happiness. Make sure you register to attend our fifth European Technology Summit on the 5th October 2021 to catch Mo's keynote speech. Register at our fifth European Technology Summit on the 5th October 2021.

[DLA Piper TechLaw Podcast Series · Part 2: Tech innovation for a happier future](#)

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## Can an AI system be named the inventor? In wake of EDVA decision, questions remain

23 September 2021

### [AI OUTLOOK](#)

Artificial intelligence is notable among the new technologies posing fundamental questions about the viability of the inventor's oath.

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## Part 1: Raising responsible AI

23 September 2021

### [TECHLAW PODCAST](#)

In part one of Episode 46 of our TechLaw podcast series, Mo Gawdat, former Chief Business Officer for Google X, serial entrepreneur, founder of the One Billion Happy movement and author of the new book Scary Smart: The Future of Artificial Intelligence and How You Can Save Our World, explains to our partner and co-chair of the Technology Sector, Kit Burden, how we as humans have a responsibility

to educate and parent AI in order to raise responsible beings. Topics discussed include the extent to which we can maintain control over AI, regulation and its opportunity to solve some of humanity's biggest challenges. Mo will be a keynote speaker at our fifth European Technology Summit, taking place on the 5th October 2021. Register your interest at our fifth European Technology Summit on the 5th October 2021.

DLA Piper TechLaw Podcast Series · Part 1: Raising responsible AI

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## Blockchain and Digital Assets News and Trends

17 September 2021

### BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS

Proposed infrastructure bill would subject cryptocurrencies to wash sale and constructive sale rules.

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## Man versus machine: Working together in the age of AI

21 September 2021

### TECHLAW PODCAST

Podcast 45 of our TechLaw podcast series sees award-winning presenter, best-selling author and Professor in the Mathematics of Cities at University College London, Hannah Fry, speak to Kit Burden, Partner and Global Co-Chair of the Technology Sector at DLA Piper. Focusing on AI, its strengths and flaws and the need for the human factor, their conversation touches on a variety of topics including algorithm bias, data, privacy as well as the opportunities for digital transformation post-pandemic. Hannah will also be a keynote speaker at our fifth European Technology Summit on the 5th October 2021.

DLA Piper TechLaw Podcast Series · Man versus machine: Working together in the age of AI

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## Enhancing the value of local products through collective marketing

20 September 2021

### SUSTAINABILITY AND ESG ISSUES IN ADVERTISING

In this vlog, Alexis Fierens discusses how collective marketing strategies can enhance the value of local products.

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## Proposed infrastructure bill would subject cryptocurrencies to wash sale and constructive sale rules

17 September 2021

The move comes as part of the Ways and Means Committee's attempt to raise revenue to finance infrastructure spending.

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## SESG: Building start-ups to fight climate emergency

16 September 2021

### [TECHLAW PODCAST](#)

In episode 44 of our TechLaw podcast series, Dylan Kennett, Senior Associate and member of the Emerging Growth and Venture Capital team, joins Dr. Chris Coleridge, Founder and CEO at Carbon13, a venture builder, in a revelatory discussion on the role start-ups can play in fighting the climate emergency. With a particular focus on the entrepreneurs' journey and ensuring a holistic approach to ESG factors. Dr. Chris Coleridge will be resuming these discussions at the SESG panel during our fifth European Technology Summit, being held virtually on the 5th October. Join us by registering at fifth European Technology Summit on the 5th October 2021.

[DLA Piper TechLaw Podcast Series · SESG Building start-ups to fight climate emergency](#)

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## Embracing Digital Evolution: Our new business report

14 September 2021

Our new report - *Embracing Digital Evolution* - shows how businesses can succeed in Industry 4.0, with contributions from digital revolutionaries such as Microsoft, Salesforce, Rolls-Royce and DocuSign.

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## Defending trademarks from non-use cancellations: Strategies for OEM manufacturers in China

September 2021

For many companies, China is an essential piece of their business, but they may never sell a single product to a Chinese company or consumer. Those businesses must answer the tricky question of how to protect their brand in a country where consumers never see it.

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### Duvdevani named *Law360* Intellectual Property MVP

September 2021

She is one of only six attorneys to be so honored this year.

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### Intellectual Property and Technology News (North America), Issue 51, Q3 2021

September 2021

#### INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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

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### Is the state lottery the new online casino?

September 2021

A turf war may be smoldering between state lotteries and the private-sector casino industry.

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### Please join us for these coming events

September 2021

We look forward to spending time with you virtually this fall.

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### Protecting your company from supply chain cyber attacks

September 2021

Today, virtually all companies rely on third-party technical solutions to manage their business. The downside is that incorporating new third-party technology into business operations creates new vectors for cyberattacks.

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### Supreme Court Corner

September 2021

The Court chose to enhance the Director's power to review PTAB decisions directly.

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### The Pharmaceutical Corner

September 2021

*Teva v. Amicus* is the first lawsuit to test the reach of the CREATES Act. Expect more.

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### Data privacy and security within smart cities

7 September 2021

## TECHLAW PODCAST

Episode 43 of our TechLaw podcast series features Principal Analyst for Thematic Research at GlobalData, David Bicknell, in discussion with our Amsterdam-based Senior Associate, Floris de Wit. Their conversation focuses on the delicate balance of keeping populations safe when it comes to data privacy and cyber security, but also adopting innovative measures that move smart cities forward to take advantage of new technology. Don't forget to join us on the 5th October 2021 at our fifth European Technology Summit where David will continue the conversation on the smart cities of tomorrow. Register your interest at our fifth European Technology Summit on the 5th October 2021.

DLA Piper TechLaw Podcast Series · Data privacy and security within smart cities

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### Framing patents as essential facilities in Chinese antitrust: *Ningbo Ketian Magnet Co., Ltd. v. Hitachi Metals*

7 September 2021

## ANTITRUST MATTERS

A Chinese court recently ruled in *Ningbo Ketian Magnet Co., Ltd. v. Hitachi Metals, Ltd.* that a patent-holder's refusal to license patents for producing rare-earth magnets to competitors constituted an abuse of dominance in violation of China's Antimonopoly Law (AML).

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### Smart Cities and the future of Real Estate

25 August 2021

## TECHLAW PODCAST

In podcast 42 of our TechLaw podcast series, Jeroen Lokerse, Head of the Netherlands at global real estate firm, Cushman & Wakefield, joins DLA Piper Partner, Daphne Bens, to talk about the population explosion and its impact on the creation of smart cities that provide habitable, sustainable and safe spaces to live and work. They also discuss the crucial role urban development and real estate plays in the transformation of these areas. Jeroen will be joining the smart cities panel at our fifth European Technology Summit, taking place on the 5th October 2021. Register your interest at our fifth European Technology Summit on the 5th October 2021.

DLA Piper TechLaw Podcast Series · Smart Cities and the future of Real Estate

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### Blockchain and Digital Assets News and Trends

23 August 2021

## BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS

New information reporting requirements for cryptocurrency transactions; CFPB involvement in cryptocurrency oversight; NCUA seeks comments on use of DLT and DeFi by credit unions.

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### Plant-based meat alternatives and the state of advertising regulation in Australia

13 August 2021

## SUSTAINABILITY AND ESG ISSUES IN ADVERTISING

In this vlog, Jessie Buchan discusses the rise in plant-based meat alternatives and the related advertising and marketing issues emerging in Australia.



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### **LatAm: Tax authorities address negative effects of the pandemic on national coffers**

12 August 2021

The tax authorities' revenue-generating approaches vary from incentives to additional taxation.

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### **GDPR Snapshot vlog series 2021: Romania**

9 August 2021

#### **[GDPR SNAPSHOT VLOG SERIES 2021](#)**

In this vlog, Bucharest counsel Irina Macovei and managing associate Andrei Stoica explore the impact and challenges of GDPR in Romania.

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## The state of HealthTech and future opportunities

03 August 2021

### TECHLAW PODCAST

Podcast 41 of our TechLaw podcast series sees David Bell, Director at Hambleton Partners, leading M&A and corporate finance consultancy for companies with technology at their core, and DLA Piper Partner, Mark O'Connor, engage in an exciting conversation on the current innovations in HealthTech, as well as a futuristic outlook on the industry. Key highlights include the benefits of software as a medical device, macro factors influencing innovation and investment opportunities. Join David and Mark at our fifth European Technology Summit on the 5th October 2021 where they will be resuming this conversation. Register at our fifth European Technology Summit on the 5th October 2021.

DLA Piper TechLaw Podcast Series · The state of HealthTech and future opportunities

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## Environmental claims in advertising - latest UK regulatory action

2 August 2021

### SUSTAINABILITY AND ESG ISSUES IN ADVERTISING

In this vlog, John Wilks discusses latest UK regulatory action in regards to environmental claims in advertising.

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## Sustainability claims - French perspective

22 July 2021

### SUSTAINABILITY AND ESG ISSUES IN ADVERTISING

In this vlog, Gregory Tulquois looks at sustainability claims in advertising under French law.

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## Third time lucky: Triple Point in the Supreme Court

20 July 2021

The Supreme Court has handed down its long awaited decision on the question of whether delay liquidated damages (LD) provisions survive termination. The case related to a dispute between the parties as to how delay LD provisions apply where an English law contract is terminated prior to its completion, and the interpretation of contractual wording seeking to limit liability.

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## Blockchain and Digital Assets News and Trends

19 July 2021

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

IRS says tax-deferred like-kind exchange is not available for cryptocurrency trades; copyright issues plague NFTs; crypto venture investments continue to accelerate.

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## ESG: Venture capital for good and software solutions with a purpose

08 July 2021

### [TECHLAW PODCAST](#)

In episode 40 of our TechLaw podcast series Sunita Grote, Lead at UNICEF Ventures, and DLA Piper partner, Luca Gori, speak about emerging technologies and trends in the marketplace, as well as opportunities and outcomes from previous UNICEF Ventures' investments. Join Sunita and Luca at our fifth European Technology Summit on the 5th October 2021.

[DLA Piper TechLaw Podcast Series](#) · [ESG: Venture capital for good and software solutions with a purpose](#)

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## EDPB's final Recommendations on Supplementary Measures confirm a subjective approach to assessing personal data transfer risks

2 July 2021

The Recommendations' detailed guidance will be useful to businesses and privacy practitioners as they conduct or update their transfer assessments, but the scope and detail of those assessments will require a sustained effort.

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## Digital infrastructure in a post-pandemic world

01 July 2021

### [TECHLAW PODCAST](#)

In episode 39 of our TechLaw podcast series Sean Williams, Chairman of London-based fibre networks, G.Network Communications and Grain Connect Limited, joins DLA Piper partner, Mike Conradi, to discuss the recent explosion in demand for fibre networks in light of the pandemic. This fascinating exchange sheds light on the ever growing need for stable and resilient broadband connectivity along with the investment opportunity it presents over the next five years. Join Sean and Mike as they continue the conversation at our fifth European Technology Summit on the 5th October 2021.

[DLA Piper TechLaw Podcast Series](#) · [Digital infrastructure in a post-pandemic world](#)

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## Austin and Washington, DC offices bolster patent litigation capabilities with new arrivals

June 2021

Jennifer Nall and Helena Kiepura have joined our Intellectual Property and Technology practice's patent litigation team.

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### **Claim drafting strategies for artificial intelligence innovations**

June 2021

Depending on your innovation, a variety of strategies are available.

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### **Fending off phishing attacks: Some simple steps using trademark law**

June 2021

We often think about how to respond once a breach has occurred, but rarely do we consider how to prevent a breach or scam entirely.

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### **Highlighted as a leading IP and Technology firm by *Chambers USA***

June 2021

*Chambers USA's* 2021 edition names DLA Piper among the leading intellectual property and technology firms in United States.

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### **Intellectual Property and Technology News (North America), Issue 50, Q2 2021**

29 June 2021

#### **[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)**

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

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### **Supreme Court Corner**

June 2021

The issue at hand in *Unicolors v. H&M* turns on a question of inaccuracies in the copyright registration certificate.

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### **The Pharmaceutical Corner**

June 2021

We look at the underlying decision in *Immunex v. Sandoz* and the potential implications on pharma patent licensing strategies.

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### **Trial by eligibility**

June 2021

In the history of the United States, every single jury trial on patent eligibility under 35 U.S.C. § 101 has resulted in a defense verdict.

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### **What the Biden Cybersecurity Executive Order means for technology vendors and service providers in the federal ecosystem**

June 2021

Steps technology vendors should consider as they prepare.

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## When will Washington regulate artificial intelligence?

June 2021

Seeking to ensure a leading global role for the US in AI development and implementation is a prime motivator for American policymakers.

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## ESG: Building back better through diversity

22 June 2021

### TECHLAW PODCAST

Podcast 38 of our TechLaw podcast series sees Gary Stewart, Founder & CEO at FounderTribes, a platform connecting and empowering entrepreneurs, join Luca Gori, partner and Corporate M&A lawyer at DLA Piper, to discuss the role of diversity in global corporate venture capital investing. They discuss how to use strategic alliances, not just to help restart economies or build back to 'normal', but to use this opportunity to "build back better" than before. Join Gary Stewart at our fifth European Technology Summit on the 5th October 2021.

[DLA Piper TechLaw Podcast Series](#) · [ESG: Building back better through diversity](#)

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## FinTech: Cashless societies and post-pandemic growth

10 June 2021

### TECHLAW PODCAST

In podcast 37 of our TechLaw podcast series, Tom Hambrett, Group General Counsel & Company Secretary at FinTech banking app, Revolut, joins Bryony Widdup, partner at DLA Piper, in preparation for our European Technology Summit, taking place on the 5th October 2021. Together they discuss how Revolut and the wider FinTech, payment services and eCommerce industries will play an instrumental role in enabling growth post-pandemic while also mitigating against amplifying risk. Join Tom Hambrett at our fifth European Technology Summit on the 5th October 2021.

[DLA Piper TechLaw Podcast Series](#) · [FinTech: Cashless societies and post-pandemic growth \(Bryony Widdup And Tom Hambrett\)](#)

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## GDPR Snapshot vlog series 2021: Ireland

2 June 2021

### GDPR SNAPSHOT VLOG SERIES 2021

In this vlog, Dublin partner, John Magee, explores the impact and challenges of GDPR in Ireland.

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## Compare contract law around the world with our **Global Contract Laws Guide**

1 June 2021

DLA Piper is pleased to announce the launch of our updated Global Contract Laws guide.

The guide has been updated to reflect the changes in legislation in over 45 countries and in response to significant geopolitical events such as Brexit.

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## GDPR Snapshot vlog series 2021: Hong Kong

31 May 2021

### [GDPR SNAPSHOT VLOG SERIES 2021](#)

In this vlog, Hong Kong partner, Carolyn Bigg, explores the impact and challenges of GDPR in Hong Kong.

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## GDPR Snapshot vlog series 2021: Austria

28 May 2021

### GDPR SNAPSHOT VLOG SERIES 2021

In this vlog Austria partner Sabine Fehringer and Counsel Stefan Panic explore the impact and challenges of GDPR in Austria.



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## GDPR Snapshot vlog series 2021: Germany

28 May 2021

### [GDPR SNAPSHOT VLOG SERIES 2021](#)

In this vlog German partner, Verena Grentzenberg explores the impacts and challenges of GDPR in Germany.

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## GDPR Snapshot vlog series 2021: Belgium

25 May 2021

### [GDPR SNAPSHOT VLOG SERIES 2021](#)

In this vlog, Brussels counsel, Heidi Waem, explores the impact and challenges of GDPR in Belgium.

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## GDPR Snapshot vlog series 2021: Italy

25 May 2021

### GDPR SNAPSHOT VLOG SERIES 2021

In this vlog, Milan partner, Giulio Coraggio, explores the impact and challenges of GDPR in Italy.

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## GDPR Snapshot vlog series 2021: Poland

25 May 2021

### [GDPR SNAPSHOT VLOG SERIES 2021](#)

In this vlog, Warsaw partner, Ewa Kurowska-Tober, explores the impact and challenges of GDPR in Poland.

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## GDPR Snapshot vlog series 2021: Spain

25 May 2021

### [GDPR SNAPSHOT VLOG SERIES 2021](#)

In this vlog, Madrid partner, Diego Ramos Pascual, explores the impact and challenges of GDPR in Spain.

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## GDPR Snapshot vlog series 2021: UK

25 May 2021

### GDPR SNAPSHOT VLOG SERIES 2021

In this vlog, UK partners, Ross McKean and Andrew Dyson, explore the impact and challenges of GDPR in the UK.

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## Expedited examination now available for Canadian trademark applications

18 May 2021

Trademark applications are generally examined in the order they are received by the Canadian Intellectual Property Office (“CIPO”). The rationale being that examining an application out of order creates a favourable position for one applicant at the expense of other applicants.

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## Thailand postponed the implementation of the data protection act until 1 June 2022

10 May 2021

The Personal Data Protection Act B.E. 2562 (2019) (PDPA) came into effect since 28 May 2019 with most provisions scheduled to take full effect on 27 May 2020. Previously, the enforcement of the PDPA for 22 types of businesses has been postponed to 31 May 2021.

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## So you want to go digital...

April 2021

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

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## Employee and independent contractor classification: Still the top legal issue in franchising

30 March 2021

Franchising rests on a basic premise that franchisees are independent contractors and not employees.

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## Intellectual Property and Technology News (North America), Issue 49, Q1 2021

30 March 2021

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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## Non-fungible tokens: Emerging issues in the emerging marketplace

30 March 2021

Any digital asset, or a right in an underlying asset, can be tokenized to make an NFT.

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## Recognized as a leading IP defense firm in the United States

30 March 2021

In its 2021 *Law Firms Activity Report*, Lex Machina has named DLA Piper among the leading intellectual property defense firms in the United States.

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## Supreme Court Corner

30 March 2021

Numerous amici in *American Axle* urge the Supreme Court to take the case; update on *USPTO v. Booking.com*.

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## The Lanham Act's makeover – Congress gives new clarity and tools to trademark owners and applicants

30 March 2021

The Trademark Modernization Act of 2020 gives new certainty for litigants and new tools for challenging current registrations.

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## The Pharmaceutical Corner

30 March 2021

The opinion may render functional claiming more difficult, but functional claims that follow its guidance may still have an important role to play in pharmaceutical patents.

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## Understanding the USPTO guidance on patenting AI technologies

30 March 2021

The USPTO guidance opens the door for applicants to obtain patent protection for their AI technologies.

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## Washington, DC grows telecoms capabilities with a new arrival

30 March 2021

Tony Lin has joined our Washington, DC office and award-winning Telecom group, bringing his vast experience in satellite and communications law.

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## Episode 15: Comprehensive New E-Commerce Rules Introduced

23 March 2021

### [NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

Operators of e-commerce platforms, websites and apps in China, and those using third party e-commerce, social media or livestreaming platforms to sell their products and services in China, must update their operations, services and systems in advance of wide-ranging new rules.

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## Blockchain and Digital Assets News and Trends

22 March 2021

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Wyoming moves to clarify legal status of DAOs; court dismisses class action against a cryptocurrency exchange.

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## Wyoming takes a step ahead to clarify the legal status of decentralized autonomous organizations

22 March 2021

If the bill becomes official law, Wyoming will be the first US state to clarify the legal status of a DAO.

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## Antidumping and countervailing duty petition against imports of certain Chinese mobile access equipment and subassemblies: Consequences for exporters and US importers

16 March 2021

Foreign producers, exporters and importers may consider having a strategy for addressing AD and CVD investigations, including possible participation.

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## M&A and the Middle East digital economy

01 March 2021

### [TECHLAW PODCAST](#)

In Episode 36 of our TechLaw podcast series, Dubai-based partners and M&A lawyers at DLA Piper, Will Seivewright and Eamon Holley, are joined by Directors at Control Risks, Courtenay Smith and Will Brown, in an invigorating discussion on the latest M&A trends in the GCC. In this conversation, they analyse the recent impact and acceleration of technology trends derived from COVID-19, as well as the roll-out successions of M&A trends across the European Markets.

[DLA Piper TechLaw Podcast Series](#) · [M&A and the Middle East digital economy](#)

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## FinTech Middle East: Innovations in payments and beyond!

26 February 2021

### [TECHLAW PODCAST](#)

In Episode 35 of our TechLaw Podcast Series, Middle-East based DLA Piper partner, Paul Latto, joins an incredible panel of experts including Tony Chacko Joseph, from UAE's Ministry of Finance; Khalid Saad, Board Member at CoinMENA; and Phil Reynolds, Board Director and Co-founder at Pyypl, to discuss the rapid growth in mobile payments and platforms the UAE's FinTech has experienced. Other topics for discussion also include FinTech regulations, trends and innovations swiftly approaching the UAE.

[DLA Piper TechLaw Podcast Series](#) · [FinTech: Innovations in payments, and beyond](#)

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## Antitrust in the digital age: rethinking the regulation of big tech

25 February 2021

### [TECHLAW PODCAST](#)

In Episode 34 of our TechLaw Podcast Series, our partner, Alexandra Kamerling, talks about antitrust law in the digital age with Laura Petrone, Senior Analyst of Technology Thematic Research at GlobalData Plc. Their conversation delves into how traditional regulations are being evolved to allow for a fair playing field that also fosters innovation, as well as looking at how these regulations are being applied in numerous jurisdictions across the globe.

[DLA Piper TechLaw Podcast Series](#) · [Antitrust in the digital age: rethinking the regulation of big tech](#)

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## Blockchain and Digital Assets News and Trends

25 February 2021

## BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS

Canada's AML regime amendments: is your interactive entertainment service or platform operating a "money service business"?

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### Gems, coins, bells and bottle caps: Canadian AML regime amendments affect some video game and social media virtual currencies

25 February 2021

Providers of video games and online entertainment that offer virtual currency as part of game play may be "money service businesses" under Canada's anti-money laundering rules.

---

### New guidelines on examples regarding data breach notification

4 February 2021

On 14 January 2021, the European Data Protection Board (EDPB) published a set of draft guidelines on examples regarding data breach notifications under Article 33 of the General Data Protection Regulation (GDPR) (the "Draft Guidelines").

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### 2020 Annual Sourcing and Commercial Contracts Case Law Round Up

1 February 2021

Welcome to our round up of key cases for sourcing and commercial contracts.

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### Liquidated damages

1 February 2021

A contractor and its sub-contractor fell out over the development of a biomass plant for the employer. The works were incomplete, the biomass plant was never built.

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### Remoteness

1 February 2021

The British Virgin Islands government engaged Global Water to manage, operate and maintain a water reclamation plant. However, the government failed to prepare the site, in breach of the Design and Build Agreement contract. Global Water terminated the agreement due to this breach, the plant was not built, and Global Water was unable to earn the profits it would have made under a related agreement, the Management, Operation and Maintenance contract.

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### Part 2: Hybrid Future- shifting the workplace in a post-pandemic world

28 January 2021

## TECHLAW PODCAST

The second part of Episode 33 of our TechLaw Podcast Series, features an insightful discussion between DLA Piper partner, Paul Allen, and author of Future Fit, Andrea Clarke. With Covid-19 having accelerated the shift from physical to virtual working, how do businesses connect its people to its strategy and motivate, educate and inspire them through this new hybrid model?

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## Protecting Your Company's Competitive and Technological Advantage through Enforcing Restrictive Covenants Against Former Employees in China: Update on Recent Cases and Legislative Developments

26 January 2021

In this article, we discuss whether and how companies may enforce restrictive covenants and protect their confidential information and trade secrets by looking at some recent cases and legislative developments.

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### Brexit and personal data

25 January 2021

As the transition period came to an end on 31 December 2020, a new one began on 1 January 2021 for international data transfers.

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### Part 1: Becoming Future Fit - Adapting for digital evolution

20 January 2021

#### [TECHLAW PODCAST](#)

Part one of Episode 33 in our TechLaw Podcast Series sees Andrea Clarke, author of Future Fit: How to Stay Relevant and Competitive in the Future of Work, draw on her fascinating life experience to advise on how to stay secure in the future of work and create value as we undergo a digital evolution. Creating a strong sense of self in the workplace through connecting employees with a business' purpose, strategy and leadership is critical to future success.

DLA Piper TechLaw Podcast Series · Part 1: Becoming Future Fit – Adapting for digital evolution

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### Founders Factory Africa Part 2: The power of collaboration for startups

14 January 2021

#### [TECHLAW PODCAST](#)

In part two of Episode 32 of our TechLaw Podcast Series, Alina Truhina, Chief Strategy Officer at Founders Factory Africa, resumes her conversation on business collaborations between corporates and startups with one of our partners, Chris Baird. Shifting the conversation to the challenges and opportunities for startups when joining with established corporate companies, Alina and Chris also discuss the areas of focus when working with entrepreneurs in Africa and what to expect in the next five years.

DLA Piper TechLaw Podcast Series · Founders Factory Africa Part 2: The Power Of Collaboration For Startups

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### Founders Factory Africa Part 1: Opportunities for corporate investments

11 January 2021

#### [TECHLAW PODCAST](#)

In part one of Episode 32 of our TechLaw Podcast Series, Alina Truhina, Chief Strategy Officer at Founders Factory Africa, talks business collaborations between corporates and startups with one of our partners, Chris Baird. Their conversation focuses on the impact of COVID-19 on FFA's portfolio investment strategy, fund flows in Africa and misconceptions of investing in Africa.

DLA Piper TechLaw Podcast Series · Founders Factory Africa Part 1: Opportunities For Corporate Investments

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### Boardroom Brexit: What the deal means for intellectual property

31 December 2020  
[BOARDROOM BREXIT](#)

The TCA is not radical in terms of its immediate impact on holders of IP rights in the UK or the EU. It does not, for example, affect the post-2020 status of EU trade marks in the UK.

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### **Boardroom Brexit: What the deal means for personal data and digital trade**

31 December 2020  
[BOARDROOM BREXIT](#)

The TCA allows personal data to transfer from the EU-UK, for a period of up to six months from 1 January 2021. This 'bridging' period is designed to allow the EU time needed to adopt a formal adequacy decision which will allow the continuing flow of personal data to the UK.

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### **Boardroom Brexit: What the deal means for trade in services**

31 December 2020  
[BOARDROOM BREXIT](#)

The TCA has substantial sectoral coverage, including professional and business services (e.g. legal, auditing, architectural services), delivery and telecommunication services, computer-related and digital services, financial services, research and development services, most transport services and environmental services.

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### **26 DLA Piper lawyers in 9 countries ranked among the world's leading patent professionals**

22 December 2020  
*IAM Patent 1000: The World's Leading Patent Professionals 2020* has named 26 DLA Piper lawyers from 9 countries to its list of top patent professionals.

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### **Franchisor consolidations after COVID-19**

22 December 2020  
Consolidations will continue in an opportunistic way, but will be moderated by a recognition that consolidation can be risky.

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### **Intellectual Property and Technology News (North America), Issue 48, Q4 2020**

22 December 2020  
[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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### **Inventions behind the music: From Eddie Van Halen to Michael Jackson and beyond**

22 December 2020  
Music innovation offers fertile ground for patent protection.

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## **Recognized as a top tier IP and Technology practice by *U.S. News & World Report***

22 December 2020

Recognition from *U.S. News & World Report*.

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## **Substantial similarity in copyright: It matters where you sue**

22 December 2020

Two circuits do not always interpret copyright law the same way.

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## **The Pharmaceutical Corner**

22 December 2020

A precedential decision with potentially far-reaching impacts for future Hatch-Waxman litigation and generic-product launches.

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## **Who's responsible for content posted on the Internet? Section 230, explained**

22 December 2020

What the law does, what people are saying it should do, and what might happen next.

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## **Disputes & Distributed Ledger Technology: A contract, no matter how smart, still needs to be legal and enforceable in the real world**

21 December 2020

In September 2020, the Law Society of England & Wales published "Blockchain: Legal & Regulatory Guidance", providing technical guidance and suggestions on practice for legal practitioners dealing with blockchain and distributed ledger technology.

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## **When a threat actor strikes: Legal considerations and challenges in a ransomware attack**

21 December 2020

Evidence suggests that having employees working remotely significantly increases the risk of a successful ransomware attack.

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## **US DOT issues groundbreaking proposals for regulation of automated driving systems, seeks input**

11 December 2020

The rulemaking initiates an important new chapter in autonomous vehicle development and commercialization in the US.

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## **Blockchain: Background, challenges and legal issues**

8 December 2020

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.

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## Enterprise Cloud Disruption and rethinking the standard contracting model

7 December 2020

In this paper we explore the key contractual themes when seeking to deploy an enterprise cloud solution, and suggest some approaches to managing the associated risk.

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## Agile Contracting: Balancing flexibility with certainty

4 December 2020

Agile contracting is on the rise, bringing with it requests for contracts which support the flexible approach of iterative development while including the legal contractual protections and certainty that customers (and their lawyers) usually demand. This paper explores how procurement and legal functions can rise to this challenge.

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## Artificial intelligence, robotics and automation: The best or the worst thing to ever happen to humanity?

2 December 2020

We examine some of the business opportunities and challenges faced, as well as providing our insight on how to manage these issues both in strategic sourcing programmes and in transformative, technology-enabled projects.

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## AI Trends Part 2: Security compliance, 5G and the war for talent

25 November 2020

### [TECHLAW PODCAST](#)

In part two of Episode 31 of our TechLaw Podcast Series, Santeri Kangas and Jeremy Otis from CUJO AI, resume their conversation on artificial intelligence trends with one of our partners, Mathias Schulze Steinen. Using findings from our recent European Technology Index 2020, the discussion focuses on topics including security compliance and standardization, data processing, robotics and 5G. The group also debates whether there is a war for talent in the AI arena.

[DLA Piper TechLaw Podcast Series · AI Trends Part 2 Security Compliance, 5G And The War For Talent](#)

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## AI Trends Part 1: IoT privacy and security risks

23 November 2020

### [TECHLAW PODCAST](#)

Part one of Episode 31 of our TechLaw Podcast Series features Chief Technology Officer at CUJO AI, Santeri Kangas, along with General Counsel, Jeremy Otis, discussing the latest trends in artificial intelligence with one of our partners, Mathias Schulze Steinen. The changing digital landscape forms the basis of this conversation in relation to the security of connected devices, user privacy and data collection.

[DLA Piper TechLaw Podcast Series · AI Trends Part 1 IoT Privacy And Security Risks](#)

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## Blockchain and Digital Assets News and Trends

23 November 2020

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

IMF issues report on regulatory framework for CBDs and GSCs, SEC invites feedback on application of custody rule to digital assets.

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### SEC invites feedback on application of Custody Rule to digital assets

23 November 2020

Specifically, Staff is asking whether non-depository firms such as state-chartered trust companies can act as qualified custodians for digital assets.

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### Going global: How reputation can boost brand protection prospects

20 November 2020

A generic term – the commonly used name of a class of products or services – is ineligible for federal trademark registration in the US. But a generic term combined with “.com” can create a federally protectable trademark, even if the generic term alone could not.

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### Law à la Mode

20 November 2020

#### [LAW À LA MODE](#)

Retail has had to adapt to COVID-19 with speed, ingenuity and resilience. But even bigger disruptions may be around the corner.

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### UK Tech Startups Part 2: SESG, talent acquisition and AI in the future of tech

17 November 2020

#### [TECHLAW PODCAST](#)

In part two of Episode 30 of our TechLaw Podcast Series the discussion continues between Transaction Services Partner at Deloitte, Duncan Down, Chief Strategy Officer and Founder of StarLeaf, Will MacDonald, and the Managing Partner from our London Office, Tom Heylen. As well as insights from our European Technology Index 2020 and mention of the upcoming Deloitte UK Technology Fast 50, the conversation focuses on the integral importance of SESG in all aspects of business, the challenges of acquiring talent remotely and some of the opportunities presented by AI.

[DLA Piper TechLaw Podcast Series · UK Tech Startups Part 2: SESG, talent acquisition and AI in the future of tech](#)

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### UK Tech Startups Part 1: The impact of COVID-19 and the challenges facing M&A and 5G

11 November 2020

#### [TECHLAW PODCAST](#)

In the first part of Episode 30 of our TechLaw Podcast Series Transaction Services Partner at Deloitte, Duncan Down, and Chief Strategy Officer and Founder of StarLeaf, Will MacDonald, discuss the impact of COVID-19 on the UK tech startup scene with the Managing Partner from our London Office, Tom Heylen. The conversation includes insights from our European Technology Index 2020, the upcoming Deloitte UK Technology Fast 50 and the current challenges facing M&A, whilst also addressing the question of whether the adoption of 5G will really make that much difference to the consumer experience.

[DLA Piper TechLaw Podcast Series · UK Tech Startups Part 1: The impact of COVID-19 and the challenges facing M&A and 5G](#)

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## Navigating China Episode 14: New draft national, harmonised data protection law for Mainland China

23 October 2020

### [NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

A first national level personal information protection law for Mainland China has been published, reinforcing and heightening existing data protection compliance obligations for organisations doing business in China.

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## Blockchain and Digital Assets News and Trends

21 October 2020

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

SDNY finds Kin token is a security; unpacking the DOJ's cryptocurrency guidance – plus latest legal, regulatory and case law developments.

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## China signs off on PRC Biosecurity Law: What this means for industry players in China

21 October 2020

The Biosecurity Law establishes a comprehensive framework replacing the current somewhat piecemeal legislation.

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## Fintech in Africa Part 2: The role of regulation in problem solving and cybersecurity

20 October 2020

### [TECHLAW PODCAST](#)

Part two of Episode 29 of our TechLaw Podcast Series concludes this discussion on Fintech in Africa between Professor Olayinka David-West, Academic Director at Lagos Business School, and Sandra Oyewole, a partner at DLA Piper Africa, Nigeria. Their conversation looks at the role of regulation in problem solving and the critical importance of focusing on data protection and cybersecurity as we continue to respond to the challenges set by COVID-19.

[DLA Piper TechLaw Podcast Series · Fintech in Africa Part 2: The role of regulation in problem solving and cybersecurity](#)

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## Fintech in Africa Part 1: The impact of COVID-19 and the issue of gender imbalance

16 October 2020

### [TECHLAW PODCAST](#)

Part one of Episode 29 of our TechLaw Podcast Series features a fascinating discussion on Fintech in Africa between Professor Olayinka David-West, Academic Director at Lagos Business School, and Sandra Oyewole, a partner at DLA Piper Africa, Nigeria. Their conversation focuses on the recent impact of COVID-19 as well as the ongoing issue of gender imbalance in Fintech in Africa.

[DLA Piper TechLaw Podcast Series · Fintech in Africa Part 1: The impact of COVID-19 and the issue of gender imbalance](#)

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## Fintech: Surviving a pandemic, technology drivers and fostering innovation

5 October 2020

### [TECHLAW PODCAST](#)

Episode 28 of our TechLaw Podcast Series features Executive Co-Chair at Global Digital Finance, Lawrence Wintermeyer, discussing the

Fintech sector with one of our partners, Martin Bartlam. The recent findings from our European Technology Index 2020 focus the discussion on the key drivers to success in this space and the importance of regulatory collaboration.

DLA Piper TechLaw Podcast Series · Fintech: Surviving a pandemic, technology drivers and fostering innovation

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### **Coronavirus Resource Center: Our global repository of insights and events**

30 September 2020

A central repository for our reports and commentary on the legal and regulatory concerns arising from the pandemic.

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### **Intellectual Property and Technology News (North America), Issue 47, Q3 2020**

30 September 2020

#### **INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS**

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

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### **Inventiveness+? Divergent theories of the "inventive concept" in patent-eligible subject matter**

30 September 2020

What qualifies as an inventive concept? Even the Federal Circuit doesn't know for sure.

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### **Philadelphia grows privacy capabilities with a new arrival**

30 September 2020

Ronald Plesco, an internationally known information security and privacy lawyer, has joined our Philadelphia office.

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### **Recognized as a top outsourcing advisor and for excellence in strategic partnerships**

30 September 2020

Recognition from the International Association of Outsourcing Professionals (IAOP).

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### **Sports betting and the protections of "enhanced" sports data in the US**

30 September 2020

A supply of reliable, available data is the fuel needed for sportsbooks to create and compile odds, bet types, and risk management products.

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### **Supreme Court Corner**

30 September 2020

A quick look at two cases - *USPTO v. Booking.com* and *American Axle & Manufacturing v. Neapco Holdings*.

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## The Pharmaceutical Corner

30 September 2020

In this inaugural column, we look at the implications of IPR and PGR proceedings in Hatch Waxman litigation.

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## Smart cars, cities and 5G - what does the future hold for the IoT and connectivity

28 September 2020

### [TECHLAW PODCAST](#)

Episode 27 of our TechLaw Podcast Series features CEO and Co-Founder of Transatel, Jacques Bonifay, discussing the IoT and connectivity with one of our partners, Mathias Schulze Steinen. Insights from our European Technology Index 2020 inform the conversation around the future of connected cars, smart cities and 5G.

[DLA Piper TechLaw Podcast Series · Smart Cars, Cities And 5G – What Does The Future Hold For The IoT And Connectivity](#)

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## Intellectual Property and Technology News (North America), Issue 46, Q2 2020

30 June 2020

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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## Intellectual Property and Technology News (North America), Issue 45, Q1 2020

30 March 2020

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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## Intellectual Property and Technology News (North America), Issue 44, Q4 2019

19 December 2019

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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## Intellectual Property and Technology News (North America), Issue 43, Q3 2019

30 Sep 2019

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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**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](#)

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

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**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](#)

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

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**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](#)

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.

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**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](#)

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.

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## **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?

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## **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.

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**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**

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.

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

28 JUN 2016

**INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS**

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

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

29 MAR 2016

**INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS**

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

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

2 DEC 2015

**INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS**

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

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**US companies: EU data regulation means new oversight**

2 DEC 2015

Many US companies are about to experience new regulatory oversight.

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

25 AUG 2015

**INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS**

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

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

9 JUN 2015

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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

24 MAR 2015

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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

18 DEC 2014

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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

10 SEP 2014

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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## 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?

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

26 JUN 2014

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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## Supreme Court Corner - Q2 2014

26 JUN 2014

Key IPT cases before the United States Supreme Court

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### US Congress may act again on patent reform

26 JUN 2014

Recent activity regarding patent trolls

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### 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.

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### 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.

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### Intellectual Property and Technology News (United States)

Issue 21, Q1 2014

26 MAR 2014

#### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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

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### Law à la Mode: The dangers of unused trademarks; demonstrating reputation; lowering the cost of retail rent in Hong Kong; Brexit update; and more

22 MAY 2017

#### [LAW À LA MODE](#)

The Belgian editorial team is delighted to bring you this special edition of Law à la Mode, marking the 139th INTA Annual Meeting in Barcelona.

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### Law à la Mode: The future of retail; Green fashion; E-commerce in China; Brexit update: trademarks and design; and more

3 APR 2017

#### [LAW À LA MODE](#)

The UK editorial team is delighted to bring you the 22nd 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.

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## **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.

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## **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.

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## **Law à la Mode: 10 tips when licensing a brand; a new provision for trademark parody; and more**

23 May 2016

### **LAW À LA MODE**

The French editorial team is delighted to bring you this special edition of Law à la Mode, marking the 138th INTA Annual Meeting in Orlando.

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## **China's launch of its own digital currency will shake up the payments industry**

1 FEB 2016

On 21 January 2016, the People's Bank of China issued a statement announcing its plan to launch its own digital currency.

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## **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.

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## **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.

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## **Law à la Mode: Co-branding of wearable technologies; Internet of Things and the retail sector; 3D printing and more**

9 JUN 2015

### **LAW À LA MODE**

The US editorial team is delighted to bring you the sixteenth edition of Law à la Mode, the quarterly legal magazine produced by DLA Piper's Fashion, Retail and Design Group.

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**Law à la Mode - INTA special edition: Dubai's d3; combating counterfeit goods online; our top 10 tips on IP protection for fashion items; and more**

4 MAY 2015

[LAW À LA MODE](#)

DLA Piper's Fashion, Retail and Design group is pleased to bring you this special edition of Law à la Mode, marking the 137th INTA Annual Meeting in San Diego.

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**Law à la Mode: Falling foul of China's trademark system; Retailers need to prepare for the new EU Data Protection Regulation; and New developments in the framework of the copyright protection of handbags**

2 FEB 2015

[LAW À LA MODE](#)

A quarterly e-magazine from our Fashion, Retail and Design Group with the latest industry news, comment and legal updates. This edition has been edited by our Italian colleagues.

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**Law à la Mode - Edition 14**

24 OCT 2014

[LAW À LA MODE](#)

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates, with a particular focus on technology in this edition.

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**Mixed feelings: China censures bitcoin while Hong Kong embraces it**

4 JUL 2014

Last December, bitcoin prices plummeted by nearly half, after Chinese authorities banned all financial institutions and payment processor companies in China from engaging in bitcoin-related business, denominating prices in bitcoins, and providing bitcoin trading, settlement, clearing or other linked financial products and services.

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**Law à la Mode**

13 MAY 2014

[LAW À LA MODE](#)

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates, with a particular focus on technology in this edition.

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**Law à la Mode Edition 12 - Winter 2013/14**

13 JAN 2014

## LAW À LA MODE

The Middle East editorial team is delighted to bring you the Winter edition of Law à la Mode, the quarterly legal magazine from our global Fashion, Retail, and design group.

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### Law à la Mode

14 OCT 2013

## LAW À LA MODE

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

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### *The Cybersecurity Framework: Administration, Congress move to incentivize private-sector cooperation, strengthen federal acquisition process*

12 SEP 2013

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### 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.

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### 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.

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

4 September 2013

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

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### Law á la Mode

31 JUL 2013

## LAW À LA MODE

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

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### Congress, Administration move forward to secure critical US infrastructure

11 JUL 2013

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

11 MAR 2013

Practical considerations for US federal contractors

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### **Corporate governance also means protecting your technology and information**

7 MAR 2013

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### **EU releases cybersecurity strategy**

15 FEB 2013

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

14 FEB 2013

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### **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.

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### **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.

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### **Law à la Mode**

1 MAY 2012

[LAW À LA MODE](#)

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

21 Mar 2012

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

3 JAN 2012

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**UK: The real risk of cyber attack**

1 AUG 2011

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

10 Mar 2010

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## Events

### Previous

**Navigating China's new cross-border data transfer rules and responding to cyber and data incidents**

14 September 2022

Webinar

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**The meteoric rise of the data centre: Key drivers behind global demand**

14 June 2022

Webinar

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**DLA Piper GDPR Fines and Data Breach Survey 2022 - webinar**

20 January 2022

Webinar

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**The essential legal update for consumer goods businesses**

29 September 2021

Webinar

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**Everything you wanted to know about NFTs**

15 September 2021 | 10:00 PT

Webinar

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## **Embracing Digital Evolution**

15 September 2021  
Webinar

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## **PIPL has finally arrived - changes to China's data privacy framework**

2 September 2021  
Webinar

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## **EDPB, SCCs and Brexit: The future of global data transfers**

8 July 2021  
Webinar

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## **New EU Standard Contractual Clauses (SCC's)**

21 June 2021  
Webinar

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## **Outsourcing: A Practical Guide, Second Edition**

24 March 2021  
Webinar

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## **Transforming UK Public Procurement: The Good, the Bad and the Ugly?**

2 March 2021  
Webinar

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## **DLA Piper GDPR fines and data breach survey launch 2021**

21 January 2021

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## **The New Dutch Franchise Act: A paradigm shift for franchise in the Netherlands**

3 December 2020  
Webinar

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## **EDPB recommendations for safeguarding data transfers after Schrems II**

19 November 2020  
Webinar

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## NEWS

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### **DLA Piper advises Nearmap on its acquisition by Thoma Bravo**

23 August 2022

Global law firm DLA Piper is advising ASX-listed tech company Nearmap on its AUD1.05 billion acquisition by US private equity firm Thoma Bravo.

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### **DLA Piper wins Thomson Reuters Foundation TrustLaw Award for empowering social enterprise to expand its impact**

15 June 2022

DLA Piper has won the Powered by Pro Bono Award at the 2022 TrustLaw Awards for providing pro bono legal support to Smart Air, a social enterprise founded in China with a mission to help people breathe better through low-cost air purifiers.

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### **Global investment in data centres more than doubled in 2021 with similar trajectory this year**

13 June 2022

A survey by global law firm DLA Piper has found that the value of investment in global data centres more than doubled in 2021 to USD53.8 billion, while the number of transactions reached 113 in 2021, a 64% annual increase.

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### **DLA Piper partners with Shyft Network through TOKO platform**

10 February 2022

TOKO, the digital asset creation engine empowering value creation and delivered in collaboration with DLA Piper, has entered into an engagement with the Shyft Network to join the Shyft Network Federation and attest virtual asset provider (VASP) data on its blockchain.

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### **DLA Piper achieves TMT Tier 1 rankings in 2022 Chambers Greater China and Asia Pacific guides**

8 February 2022

We are proud to announce that DLA Piper has been ranked Tier 1 in the Technology, Media, and Telecommunications (TMT) practice category in the newly launched 2022 Chambers Greater China region guide, as well as in the Chambers Asia Pacific region guide.

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### **TOKO issues digital private debt on Hedera public network with Hex Trust custody**

15 December 2021

TOKO, the digital asset creation engine empowering value creation, and Hex Trust, Asia's leading digital asset custodian, have successfully completed one of Asia's first tokenisations of private debt on the Hedera enterprise-grade public ledger.

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### **DLA Piper expands Asia Fintech offering with new partner hire in Hong Kong**

8 November 2021

DLA Piper announces the appointment of Kristi Swartz as a partner in its Intellectual Property and Technology (IPT) practice, based in Hong Kong.

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### **DLA Piper publishes Embracing Digital Evolution report**

17 September 2021

DLA Piper has published a comprehensive global report on what it takes for businesses to prosper in the Fourth Industrial Revolution.

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### **DLA Piper advise Graphite Capital on acquisition of personalised children's book publisher Wonderbly**

29 July 2021

DLA Piper has advised Graphite Capital, a leading UK mid-market private equity specialist, on its acquisition of Wonderbly, the world's leading publishing platform for personalised children's books.

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### **DLA Piper announces three new Senior Associates**

27 July 2021

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### **Recognition in China Business Law Awards 2021**

19 May 2021

DLA Piper has been recognised by China Business Law Journal in the annual China Business Law Awards 2021 in nine categories, including best international law firm.

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### **DLA Piper wins in Financial Times Asia Pacific Innovative Lawyers Awards 2021**

14 May 2021

Global law firm DLA Piper has won in the Financial Times Asia Pacific Innovative Lawyers Awards 2021. The firm was named as the winning law firm in the 'Moving the market forward' category for its work on TOKO, a unique digital asset creation platform that was developed in collaboration with Aldersgate DLS (Digital Ledger Solutions).

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### **DLA Piper boosts technology practice with partner hire in Australia**

20 April 2021

DLA Piper announces that Anthony Lloyd joined the firm as partner in its Australian Intellectual Property and Technology practice on 19 April 2021. Anthony, who will be based in DLA Piper's Sydney office, joins with extensive experience advising on major technology, media and communications projects across Asia, the US and Europe.

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### **DLA Piper's Luxembourg team enters World Trademark Review ranking**

25 February 2021

Our Luxembourg office is pleased to announce that we have been ranked as a recommended law firm in the World Trademark Review.

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## DLA Piper advises ATI Global on GBP170 million acquisition of Groundsure

21 January 2021

Global law firm DLA Piper has advised ATI Global on its GBP170 million acquisition of UK based location intelligence business Groundsure, a leading supplier of environmental searches, data, mapping and reports for the UK property market, from Ascential plc (Ascential) (LSE: ASCL).

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## DLA Piper and Aldersgate DLS launch TOKO, a fast, secure and cost effective solution for buying and selling high value assets using blockchain technology

5 November 2020

Global law firm DLA Piper in collaboration with Aldersgate DLS (Digital Ledger Solutions), has launched TOKO, a unique tokenisation engine and vital component in the digital asset ecosystem. Developed with Aldersgate DLS, TOKO provides smart contract functionality and digital asset creation functionality and assurance.

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## In New Zealand

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### DLA Piper New Zealand advises some of the largest purchasers of information technology products and networks, and some of the most significant telecommunications organisations in New Zealand.

We also provide advice on a wide range of intellectual property (IP) issues to clients who are active protecting and enhancing brand capital, and safeguarding their proprietary rights.

Our expert team is highly capable at providing insight and guidance for clients in these sectors, or for clients dealing with organisations in these sectors, and in these areas of legal discipline. Our experience is extensive and in-depth.

#### EXPERIENCE

##### **Tata Steel**

DLA Piper New Zealand advised Tata Steel on the sale of 100% of shares of Tata Steel International (Australasia) Limited to Steel & Tube Holdings Limited. Part of the business is dependent on intellectual property owned (and retained) by Seller group, requiring negotiation and documentation of formal licence arrangements going forward. The deal was structured as an insured deal (ie warranty and indemnity insurance was obtained).

##### **BankLink**

DLA Piper New Zealand provides key advice to this innovative, long term client in relation to many matters including connectivity agreements for major banks requiring high data security compliance in Australia, New Zealand and the UK.

##### **Alcatel Lucent**

DLA Piper New Zealand provided advice on data protection.

##### **Agilent Technologies Limited**

The firm provided advice on a significant contract for this client, to complete the delivery of the Network Management System for the Southern Cross Cable.

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We have prepared a Guide To Doing Business In New Zealand to help those venturing into the market navigate their way through local legislation to identify and maximise the many opportunities that are available.

