

oppenheim



# INTELLECTUAL PROPERTY AND INFORMATION TECHNOLOGY

## STATEMENT/INTRODUCTION

We are recognized for providing first class, user-friendly legal advice in all fields of intellectual property and information technology law. Our people working in this practice have benefited from specific in-depth legal instruction, both in Hungary and internationally. We have acquired extensive practical knowledge and skills by working for a diverse portfolio of international and Hungarian clients, from large multinational companies to start-ups. In 2014, the practice group has broadened its scope of activities by adding a trademark and design practice to its portfolio.

## SERVICES

To help our clients make the right choices, we present solutions for our clients' legal issues in the form of viable commercial alternatives, along with appropriate risk assessments. For over 13 years, we have been advising our clients in various contentious and non-contentious matters, "hand-holding" and stand-alone matters. We have wide-ranging experience in the following areas:

- BRAND PROTECTION
- COPYRIGHT-RELATED MATTERS
- DATA PROTECTION AND PRIVACY ISSUES
- AUDITS AND COMPLIANCE MATTERS
- TRADEMARK, DESIGN AND OTHER IPR PROSECUTION AND LITIGATION
- PATENTS AND PATENT LITIGATION
- LICENSING (OUTBOUND AND INBOUND)
- DRAFTING AND NEGOTIATING COMPLEX AGREEMENTS
- LEGAL DILIGENCE REVIEWS AND TRANSACTIONAL ISSUES
- UNFAIR COMPETITION MATTERS
- OUTSOURCING AND OTHER IT PROJECTS
- MEDIA, E-COMMERCE AND COMMUNICATIONS LAW

## TEAM



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## AWARDS AND RANKING

### Practical Law Company's 'Which Lawyer?

In Practical Law Company's 'Which Lawyer? Service' Ivan Bartal is recommended in Intellectual property, Outsourcing and Telecoms, Media and Technology.

### LEGAL500

*Oppenheim's IP/IT practice is also recommended by Legal500:*

*„Oppenheim's bailiwick is IT-related IP advice, such as advising clients on their software, email and internet activities. Ivan Bartal leads the four-strong team, which counts a large Hungarian Bank and a media company as key clients. In addition, the group represents an American food manufacturer in trade mark litigation and recently advised new client , an American publishing house on complex licensing agreements.”*

*„The firm has an outstanding group of younger rising stars, including „ones to watch” [...] and Áron László” (2012)  
„László is a pragmatist with a keen understanding of his clients' business and an admirable passion for his work” (2013)*

## FURTHER AWARDS AND ACCOLADES:

Corporate Intl. 2012 Global Awards Winner: Media Law Firm of the Year in Hungary

Lawyers World Country Award Winner 2012: Media and Trademark Law - Hungary

DealMakers Law Award Winner 2012: Law Firm of the Year - Intellectual Property

DealMakers Law Award Winner 2011: Law Firm of the Year - Intellectual Property

Corporate Intl. Magazine 2010 Legal Award: Trademark Law Firm of the Year in Hungary

Corporate Intl. Magazine 2010 Legal Award: Entertainment Law Firm of the Year



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