



Claude-Étienne Armingaud

Partner

Paris
+33.1.58.44.15.16

Claude.Armingaud@klgates.com

OVERVIEW

Claude-Etienne Armingaud is a partner in the firm's Paris office and a member of the commercial technology and sourcing practice group. He is also a practice group coordinator for the data protection, privacy, and security practice group. His practice relies on extensive experience in understanding technological and structural processes, which allows for innovative approaches to solidify his client's business models and protect their intangible assets, at all stages of their growth.

Claude-Etienne advises clients active in the digital industries, with a particular interest in innovative services and notably fintech and blockchain-based services, connected and autonomous cars and automotive sector, data optimization and valuation, notably in the IoT sector.

He has notably been involved in the connected car ecosystem, on R&D projects relating to experimentation of autonomous cars, partnership agreements for the development of in-car connected services and the assistance of value-added service startups for the negotiation of the CNIL/French Data Protection Authority's compliance package for connected vehicles. He is a regular speaker about the legal aspects pertaining to connected and autonomous vehicles, notably at the Connected Car Conference in Paris, the Connected Mobility Conference in Lille, The Future of Transportation World Conference in Cologne and Vienna and the Global Manufacturing and Industrialization Summit in Abu Dhabi.

He also assists clients with their General Data Protection Regulation (GDPR) compliance process, including risk analysis and contractual implementation of data processing and data sharing services and implementation of Big Data projects notably within the artificial intelligence industry.

Global Approach

Claude-Etienne's legal experience draws on both a French civil law practice and American common law training. He provides his clients with a multicultural approach to their needs, be it for American entities doing business in continental Europe as well as European companies looking to expand their reach.

Start-up Experience

Claude-Etienne regularly advises start-up companies in matters relating to securing their intellectual property, be it from in-house or external providers or employees, as well as securing their process from the start to ensure a streamlined evolution towards more advanced stages of growth.

Innovative Services Experience

Claude-Etienne possesses extensive experience in understanding technological and structural processes, ranging from customer and prospect data optimization to enforcing intellectual property rights. He regularly assists service and content providers on both their front and back office matters.

Representative Industries

Claude-Etienne has worked with companies in a variety of industries, including online services, technology, pharmaceutical and biotechnology, retail and consumer products, videogame publishing and banking.

With this global approach, Claude-Etienne regularly assists his clients in litigation and regulatory matters at French, European, and international levels on:

- e-commerce;
- media and content distribution;
- data protection and consumer protection;
- defamation and online reputation;
- internal and external fraud;
- counterfeiting and IP infringement;
- internet liability;
- advertising, betting, and gaming.

PROFESSIONAL BACKGROUND

Claude-Etienne was an associate at one of the largest French law firms and more than three years at the Paris office of a U.S. firm. He focused on all aspects of IP/IT law, with an emphasis on interdisciplinary data privacy, online gambling and marketing, international and national technology agreements, dematerialization, cryptography, and IPR portfolio management, as well as banking and regulatory compliance issues (SOX, discovery, Sapin II, etc.).

He also worked at the French Cybercrime Bureau (“OCLCTIC”, Ministry of the Interior).

ACHIEVEMENTS

Privacy and Information Technology

- *Legal 500*
 - Data Protection - Band 2 - “Leading Individual”
 - IT, telecoms and the Internet - Band 4

- *Leaders League/Décideurs*
 - Data protection Law - Highly Recommended
 - IT, software & digital projects - Recommended
 - Internet - Recommended
 - E-Health - Recommended

Intellectual Property

- *Legal 500*
 - Trademark & Designs - Band 4 (2020)
 - Copyright - Band 4 (2020)
 - Luxury goods - Band 2 (2019)
 - Healthcare and life sciences - Band 3 (2019)
- *Leaders League/Décideurs*
 - Brands, designs, and models - Highly Recommended 1/2
 - Management of trademark, design and model portfolios - Recommended
 - e-Health & biotechnology - Recommended

PROFESSIONAL / CIVIC ACTIVITIES

- KnowledgeNet Chapter Chair, Paris, International Association of Privacy Professionals (IAPP)
 - CIPP/E, International Association of Privacy Professionals (IAPP)
- Member, American Bar Association
- Member, New York State Bar Association
- Member, Cornell Club of Paris

SPEAKING ENGAGEMENTS

Privacy

- Global Developments: CCPA and Beyond, IAPP Data Protection Intensive: France, 13 February 2020
- Brexit Update, by Dr. Annette Mutschler-Siebert, M. Jur. (Oxon), Arthur Artinian, Dr. Christian Büche, Claude-Étienne Armingaud, Daniel F. C. Crowley, Giovanni Campi, Jennifer P.M. Marsh, John D. Magnin, D. Mark McMillan, Dr. Matthias Grund, LL.M., Piers Coleman, Michelle Moran, Raminta Dereskeviciute, Louisa A. Cole, 2 September 2019

- AI & Society - What Artificial Intelligence for What Society Project?, Turing Club & Viuz.com, 4 July 2019
- 2nd Annual AI In Corporate Counsel & Law Practice, TBM Group, Vienna, Austria, 13-14 June, 2019
- AI & Society - What Artificial Intelligence for What Society Project?, Turing Club & Viuz.com, 4 July 2019
- 2nd Annual AI In Corporate Counsel & Law Practice, TBM Group, Vienna, Austria, 13-14 June, 2019
- The U.S. – EU Digital Agenda, Trans-Atlantic Business Council and K&L Gates Symposium, Washington, DC, 10 December 2018
- Changing Global Data Breach Notification Laws, International Association of Privacy Professionals, Paris, 15-Nov-18
- Data, Users & Devices : Administrer la sécurité, Conseils & Solutions (IAM, DLP, SIEM, SOC ... être GDPR-ready), CNIS Magazine Conférence, Paris, 14 December 2017
- GDPR applied to the non-profit sector: How to be compliant by May 2018?, ENCATC, Brussels, 12 December 2017
- LawTalk: GDPR attack, GC Futures Summit 2017, London, 26 September 2017
- GDPR Incident Response — How to Prepare, International Association of Privacy Professionals, Paris, 7 September 2017
- “#CQTM démonte le web - All your data are belong to us,” CQTM, 2 July 2013

Intellectual Property

- Intellectual Property, Innovation and Protection - the new challenges of the digital revolution, APCO Worldwide, Paris, 22 March 2018

Connected Mobility

- Key changes to the AV regulatory framework and their effect on AV developments in France and the EU, The Future of Transportation World Conference 2019, 10 December 2019
- Connecting the Dots: U.S. and International Issues and Regulatory Developments on Connected Cars/Autonomous Vehicles, K&L Gates / Access Partnership, Washington, DC, 6 December 2017
- Comment le véhicule connecté interroge-t-il le droit commercial actuel dans les services auto ?, AutoActu - Symposium L'Après Vente à l'Heure du Véhicule Connecté, Paris, 15 November 2017
- Table Ronde - Ma voiture, mes données : comment la réglementation permettra au consommateur d'exercer son choix ?, AutoActu - Symposium L'Après Vente à l'Heure du Véhicule Connecté, Paris, 15 November 2017
- “What effect will disruptive mobility technology and new personal transportation options have on business models and strategies for automotive manufacturers” - The Future of Transportation World Conference, 6 July 2017
- “What's Your Wallet: The Privacy & Security of In-Car Payment Systems”, TRUSTe Privacy Risk Summit, San Francisco, 6 June 2017

- “How will the data-driven economy and internet of things fuel the connected car industry and can global compliance be reached?”, Global Manufacturing and Industrialisation Summit, Abu Dhabi, 28 March 2017
- “K&L Gates Addresses Legal Implications of a New World Driven by 4IR Technologies”, Global Manufacturing and Industrialisation Summit – Press Conference, 7 March 2017
- “Conférence Automobile Connectée - La véritable « Privacy by design »,” Journal de l'Automobile, Paris, 2 March 2017
- “Legal Workshop,” Connected Mobility Day, Lilles, 16 November 2016
- “Conférence Automobile Connectée : Table ronde #1 – Produits et services : les tendances de 2016,” Le Journal de l'Automobile, Paris, 16 February 2016

Other

- The evolving regulatory environment of ICO in France and the EU, The Bay Pay Forum / K&L Gates, Paris, 1 March 2018
- US Startups in France - Making it Work, Business France & K&L Gates, San Francisco; 11 February 2018
- “Sapin II - Organisational Risk and Crisis Management”, K&L Gates Paris Conference, Paris, 15 June 2017
- “Blockchain – Which opportunities lie ahead?,” Association of Corporate Counsel Europe, Paris, 8 December 2016
- “Legal workshop: Future ISP liability,” Internet Service Provider Association UK, London, 24 November 2016
- “L'avocat à l'ère numérique,” FNUJA de Draguignan, 6 March 2015
- “The Digital Lawyer - Online marketing & communication for law firms,” EFB / Conseil National des Barreaux, 30 October 2014
- “Avocat connecté - Connaître son client et se faire connaître en ligne,” Table ronde IREDIC “Quel(s) droit(s) pour les réseaux sociaux ?”, Aix-en-Provence, 20 February 2014
- “ISPA Conference 2013: The Internet industry: what lies ahead?,” Internet Service Provider Association – UK, London, 27 November 2013
- “La création dans tous ses états : éclatement des œuvres, matérialisation du virtuel,” 18 June 2013
- “Les Mutations de L'Œuvre- La création dans tous ses états : éclatement des œuvres, matérialisation du virtuel” – 18 June 2013
- “ISPA Conference '11 - Internet & Society,” Internet Service Provider Association – UK, London, 9 November 2011

EDUCATION

- LL.M., Cornell Law School, 2005

- D.E.S.S., University of Paris X - Nanterre, 2004 (*IT & Public Law*)
- Licence, University of Paris X - Nanterre, 2003 (*English Littérature and Civilization*)

ADMISSIONS

- Bar of New York
- Bar of Paris

LANGUAGES

- English
- French

THOUGHT LEADERSHIP POWERED BY HUB

- 13 April 2021, Sapin II: What Recommendations Should Be Followed From 2021 Onwards? (*Alerts/Updates*)
- 1 April 2021, German Supervisory Authority Initiates Post-Schrems II Enforcement Against EU Companies Using U.S. Service Providers (*Alerts/Updates*)
- 10 March 2021, Data-Scraping: A Clear Limitation by the French Data Protection Authority on Direct Marketing Practices Using Data from Third Party Services (*Alerts/Updates*)
- 5 March 2021, English High Court Examines Extent of GDPR's Extraterritorial Jurisdiction (*Alerts/Updates*)
- 23 February 2021, Cookies: New Awareness Campaign by the French Supervisory Authority (*Alerts/Updates*)
- 20 January 2021, Brexit and European Data Protection - For Auld Lang Syne, My Dear! (*Alerts/Updates*)
- 28 October 2020, What Future For UK-EU Data Flows? (*Alerts/Updates*)
- 23 October 2020, Hamburg Data Protection Supervisory Authority Issues Record-Breaking €35 Million Fine against H&M (*Alerts/Updates*)
- 13 October 2020, The Future of Work in a Post COVID-19 Work Environment (*Webinar*)
- 6 October 2020, European Data Protection Board Publishes Guidelines on the Concepts of Controller and Processor, Brings New Light on the Notion of "Joint-Controllers" (*Alerts/Updates*)
- 6 October 2020, European Data Protection Board Publishes Guidelines on Targeting of Social Media Users, Emphasizes Joint-Controllership Arrangements (*Alerts/Updates*)
- 2 October 2020, French Data Protection: French Supervisory Authority Publishes Updated Guidance on Cookies and Other Tracking Technologies (*Alerts/Updates*)

- 23 July 2020, French Administrative Supreme Court Endorses Data Protection Authority's Position on Cookies, Prohibits Prohibition on Cookie Walls (*Alerts/Updates*)
- 17 July 2020, EU Data Protection: In a Post-Privacy Shield, Sectorial Code of Conduct Could Lead the Way to Safeguard Data Transfers Outside the EU/EEA (*Alerts/Updates*)
- 17 July 2020, EU Data Protection: Standard Contractual Clauses May Have Been Confirmed by the CJEU, But At What Price? (*Alerts/Updates*)
- 17 July 2020, EU Data Protection: Privacy Shield Shattered by the Sword of European Justice - What Comes Next for Transatlantic Dataflows? (*Alerts/Updates*)
- 9 June 2020, COVID-19: French Supervisory Authority Provides Guidance on Personal Data Processing by Employers Amidst Post-Lockdown Return to Work (*Alerts/Updates*)
- 26 May 2020, French Data Protection Authority Releases Position on the Collection of Publicly Available Personal Data (*Alerts/Updates*)
- 20 May 2020, COVID-19: When EU Tracking Apps Meet the Pandemic, Trust and Privacy by Design Are the Hosts (*Alerts/Updates*)
- 13 May 2020, COVID-19: Force Majeure and Your IT Project – Seven Things to Consider Before Pulling the Trigger (*Alerts/Updates*)
- 11 May 2020, EU Data Protection: Updated EDPB Guidance on Consent Clarifies the Mechanism for Cookie Consent (*Alerts/Updates*)
- 31 March 2020, COVID-19: European Business Continuity While Mitigating Data Protection and Security Challenges From a Distance (*Alerts/Updates*)
- 22 January 2020, Brexit: Implications for Your Business and its Relationship With the EU (*Webinar*)
- 7 November 2019, The Privacist - Volume 2 (*Alerts/Updates*)
- 3 October 2019, The Privacist - Volume 1 (*Alerts/Updates*)
- 2 September 2019, Brexit Update (*Alerts/Updates*)
- 3 June 2019, Implementation of the EU “Trademark Package” in France (*Alerts/Updates*)
- 29 May 2019, Implementation of the EU “Trademark Package” in France (*BlogPost*)
- 28 April 2019, Italy’s legal recognition of blockchain-based timestamping (*BlogPost*)
- 11 April 2019, Interplay of Patents, Technology & Data (*Webinar*)
- 22 March 2019, European Data Protection Board Clarifies the Interplay Between the EU Clinical Trials Regulation and the General Data Protection Regulation (*Alerts/Updates*)
- 26 November 2018, GDPR: New Guidelines on Territorial Scope (*Alerts/Updates*)
- 8 November 2018, Blockchain and Data Protection: Trustless Should Not Mean Distrusted (*BlogPost*)

- 27 August 2018, The New EU-Japan Personal Data Deal: EU and Japan to Each Recognize the Other's Personal Data Protection System as Equivalent – What It Means For Businesses and Next Steps (*Alerts/Updates*)
- 18 July 2018, GDPR - What to Expect in France (*Alerts/Updates*)
- 28 February 2018, AMF synthesis of the contributions received on ICO regulation in France (*BlogPost*)
- 6 December 2017, France's Financial Markets Authority Considers Its Options for Regulating Initial Coin Offerings (*Alerts/Updates*)
- 19 October 2017, The French Connected Cars “Compliance Package” in EU Pole Position (*Alerts/Updates*)
- 16 October 2017, New Consultations for the Interpretation of the GDPR Initiated by French Data Protection Authority on the Concepts of “Transparency” and “International Data Transfers” (*Alerts/Updates*)
- 9 October 2017, France moves forward with Blockchain for certain securities exchanges (*BlogPost*)
- 8 September 2017, Securities over the Blockchain expected to get legal framework in France this fall (*BlogPost*)
- 17 July 2017, Trademarks and Unfair Competition (*Alerts/Updates*)
- April 2017, Competence and jurisdiction in the field of trademarks: a procedural asset or a way to achieve balanced justice? (*Alerts/Updates*)
- April 2017, Will The Misleading Use Of A Geographical Indication For Handicraft Products Be Deemed Counterfeiting? The "Laguiole" Case (*Alerts/Updates*)
- April 2017, Trademarks and Unfair Competition Bulletin (*Alerts/Updates*)
- 11 April 2017, Momentum.africa – Opening of Top-Level Domain Name to Create Opportunities to IP Right Owners (*BlogPost*)
- March 2017, Globalization of Connected and Autonomous Cars - A Long and Winding Road? (*White Papers*)
- 17 March 2017, Impact of the Act No. 2016-1321 Dated 7 Oct. 2016 for a Digital Republic on Online Intermediation Platforms (*Alerts/Updates*)
- 17 March 2017, The ECJ Rules on the Compatibility with EU Law of Domestic Data Retention Requirements Imposed on Providers of Electronic Communications Services. *ECJ (Grand Chamber), 21 December 2016, Joined Cases C-203/15 and C-698/15 (Alerts/Updates)*
- 27 February 2017, Paris stepping into London's FinTech shoes? (*BlogPost*)
- 6 December 2016, Connected or Automated Vehicles: The European Commission Presents its Strategy for Europe (*Alerts/Updates*)
- 16 November 2016, Electronic money: the French Government strengthens financial intermediaries' obligations (*BlogPost*)

- October 2016, Trademarks and Unfair Competition Bulletin (*Alerts/Updates*)
- 7 October 2016, French Data Protection Authority Reveals the Scope of its Connected Car “Compliance Package” (*Alerts/Updates*)
- 3 August 2016, Brexit Q&A Conference Call (3) (*Webinar*)
- 6 May 2016, Is Social Media Sharing of Sports Clips Copyright Infringement? Recent UK Judicial Clarification and International Implications (*Alerts/Updates*)
- May 2016, « Le journal d’Anne Frank » Community trademark - Application n°11.063.307 - Case R2401.2014-4 (*Alerts/Updates*)
- May 2016, The 3D pen is mightier (*Articles*)
- May 2016, Trademarks and Unfair Competition Bulletin
- May 2016, Trademark refusal on the ground of politics (*Alerts/Updates*)
- May 2016, Swatch (WIPO no.506 123) / Ice Watch (WIPO no.1 029 087) - Second time comes the charm? (*Alerts/Updates*)
- 30 March 2016, The French take on the blockchain (*BlogPost*)
- 6 October 2015, Did the ECJ Kill the Safe Harbor Framework on E.U.-U.S. Data Transfers? (*Alerts/Updates*)

OTHER PUBLICATIONS

Privacy

- Les pirates sont des personnes concernées comme les autres - Le RGPD à l'abordage !, *Revue Lamy Droit de l'Immatériel n°164*, November 2019
- Surveiller et punir à l'aune du RGPD : l'harmonisation à l'épreuve de la diversité européenne, *Revue Lamy Droit de l'Immatériel n°163*, October 2019
- En attendant ePrivacy : Les données personnelles sont une tragicomédie en deux actes, *Revue Lamy Droit de l'Immatériel n°161*, July 2019
- L'essentiel ne saurait être invisible pour les yeux - Retour sur les lignes directrices sur la transparence, *Revue Lamy Droit de l'Immatériel n°161*, July 2019
- Un an d'application du RGPD : la fin du commencement, *Légipresse N ° 373*, July 2019
- Le consentement : le faux-ami des bases légales ?, *Revue Lamy Droit de l'Immatériel n°160*, June 2019
- Profilage, décisions individuelles automatisées et publicité ciblée : to agree, or not to agree, is that the question ?, *Revue Lamy Droit de l'Immatériel n°160*, June 2019
- Japan and the EU Create a Free Flow of Data, *InfoSecurity Magazine*, 17 January 2019

- Protection des données personnelles : les États à la peine face aux GAFAM, inscription à la Constitution ou non, *Atlantico.fr*, July 2018
- L'explosion du « Big Data » : coup de grisou juridique dans le «data mining», *Option Droit & Affaires*, 11 September 2013

Intellectual Property

- Une victoire à double tranchant ? Retour sur l'annulation partielle de la marque Laguiole par la CJUE, *Revue Lamy Droit de l'Immatériel*, n°137, May 2017
- Photo et Web 2.0 : quand les juges se font critiques d'art et plus sévères sur la preuve de « l'originalité », *Edition Multimédi@*, 12 February 2016
- L'État traque les hackers... mais qui contrôle l'État quand il se fait lui-même pirate ?, *Atlantico.fr*, 3 November 2011
- Les frontières juridiques du Goncourt, La Carte et le Territoire / The digital & legal borders of a literary price, *Actualitte.com*, 20 December 2010

Connected Mobility

- Regulating Connected and Autonomous Vehicles - A French Revolution, The Future of Transportation - *Executive Briefing 2019*, October 2019
- La limite à la géolocalisation des salariés, *Revue Lamy Droit de l'Immatériel* n°158, April 2017
- Véhicules autonomes : la France avance pour relever le défi, *Le Monde du Droit*, June 2018

Other

- Les technologies de l'information dans un contexte de fusion / acquisition : EBITDA ne peut s'écrire sans bits, *Fusions & Acquisitions Magazine*, July 2018
- Spamalot ou la quête des consentements nécessaires au filtrage des courriers électroniques, *Revue Lamy Droit de l'Immatériel*, n°138, June 2017
- La blockchain et l'espace de confiance électronique européen, *Revue Pratique de la Prospective et de l'Innovation - Lexisnexis Jurisclasseur*, October 2016
- La lettre recommandée électronique – Le législateur sonne toujours deux fois, *Revue Lamy Droit de l'Immatériel*, n°123, February 2016
- Projet de loi numérique : ces mesures plébiscitées par les internautes qui peuvent mettre le gouvernement dans une position délicate, *Atlantico.fr*, 21 October 2015
- Interview sur la Signature Électronique, *Atlantico.fr*, 16 October 2015
- La perception du droit de la concurrence technologique – La Fontaine 2.0 ?, *Atlantico.fr*, 14 October 2015
- The long tail of the internet - A missed rendez-vous for French lawyers, *Dalloz Avocats - Exercer et entreprendre*, April 2015

- Arrêts Bluetouff et Svensson : les contenus sur internet se conjuguent à l'imparfait du subjectif, *Revue Lamy Droit de l'Immateriel - RLDI, n°103, avril 2014, 15 April 2014*
- Le livre numérique en France aura-t-il un prix ? / What will be the price to pay to have a price on ebooks ?, *Actualitte.com, 12 November 2010*
- "Protection des consommateurs face au risque de procédure collective des entreprises de vente à distance - Analyse juridique des dispositifs de protection envisageables," *FEVAD - Rapport rédigé à la demande de Monsieur Luc Chatel, secrétaire d'Etat chargé de l'Industrie et de la Consommation, 3 March 2009*

NEWS & EVENTS

- 22 January 2021, *Global Data Review: Introducing the GDR 100 (Media Mention)*
- 3 July 2017, K&L Gates Advises VTG on EUR780 Million Purchase of Nacco Group (*Press Release*)
- 12 September 2016, K&L Gates advises Equinix on Acquisition of Paris Data Center from Digital Realty (*Press Release*)
- 17 February 2016, K&L Gates Names 50 New Partners (*Press Release*)

AREAS OF FOCUS

- Data Protection, Privacy, and Security
- Digital Health
- Emerging Growth and Venture Capital
- IP Procurement and Portfolio Management
- Technology Transactions and Sourcing

INDUSTRIES

- Artificial Intelligence and Machine Learning
- Betting and Gaming
- Blockchain
- Consumer Products
- Cybersecurity and Privacy
- Data Analytics
- Financial Services
- Fintech

- Luxury Products and Fashion
- Proptech
- Technology

REPRESENTATIVE EXPERIENCE

- Assisted a US-based international systems integrator and developer of PC security software, with offices in the United States and the European Union with the implementation of cryptographic services under French law and the notifications of cryptographic services to the French ANSSI.
- Assisting a large spectrum of non-EU clients with their GDPR compliance process, ranging from the complete due diligence of their data flows (“data mapping”) allowing for an exhaustive assessment of their compliance status to date (“gap assessment”), to day-to-day services for the implementation of revised model documentations, both internal (training, education) and contractual (with customers, service providers, end users).
- Assisted a US-based private investment group in an M&A transaction and coordinated global GDPR due diligence operations for Buyer including advising on remediation steps and assisting in drafting and negotiation of the relevant representations and warranties, for acquired company’s personnel located in Germany, the Netherlands and Czech Republic.
- Currently representing a US-based international systems integrator and developer of PC security and anti-malware software products and services, in its proceedings against a competitor in litigation pertaining to the classification of their software programs as Potentially Unwanted Programs in an attempt to disparage its services.
- Assisting an international whistleblowing hotline provider in the deployment of its activities in Europe, notably with regard to GDPR and data protection aspects relating to the management of its HR workforce in France, as well as the implementation of GDPR-compliant data processing agreements and process.
- We have been assisting a large spectrum of non-EU clients with their GDPR compliance process, ranging from the complete due diligence of their data flows (data mapping) allowing for an exhaustive assessment of their compliance status to date (gap assessment), to day-to-day services for the implementation of revised model documentations, both internal (training, education) and contractual (with customers, service providers, end users).
- Assisted an Italian software house for the negotiation of a consulting services provision agreement relating to a third party software regulated under French law.
- Assisted a global leader in automotive tires in the implementation of innovative mobility services (e.g. “tire-as-a-service”, short-cycle bike rentals for enterprises, etc.)
- Assisting an international direct online marketing company in addressing an information request from the French Data Protection (CNIL) relating to the company’s use of a tracking pixel in email correspondence with its users.

- Assisting an international non-profit organization in the renegotiation of its relationship with an ERP solution integrator further to issues arising in the deployment of the project.
- Assisted a leading manufacturer of air-soft replica gun in the termination of license agreements with its licensors and the aftermath of such termination for the distribution of its inventory.
- Assisting a group specializing in the manufacture of small and large series of pieces of jewelry established in the prestigious Place Vendôme in the deployment of their international operations - the establishment of commercial agent, trademark registrations and dress patents in 40 countries.
- Assisting a group specializing in the manufacture of small and large series of pieces of jewelry for customers of the Place Vendôme as part of the redesign of its customer and supplier contracts. Our assistance includes the upstream securing of the client's intellectual property rights and downstream, its know-how in the context of computer-assisted production management.
- Assisted a leading French health and cosmetics laboratory with the implementation of a startup acceleration program at Station F, aiming at devising new oncology diagnostic procedure and technology, including drafting and negotiating the acceleration agreement with the selected startup (cross IP licensing and assignment, ownership of project-related data in a post-GDPR environment), as well as drafting and negotiating the terms of the partnership with the corporate sponsors that would be hosting the startups.
- Assisting a French start-up which developed a solution to secure the protection of personal data when using services offered by third parties, notably for advertising purposes, in the support of the demonstration before the French Data Protection that such solution may considered as "anonymous" processing, under GDPR and its exchange with the French Data Protection Authority.
- Assisted the world largest startup accelerator in implementing its activities in the Middle East and the UAE area.
- Currently assisting a French startup specialized in interior design catering to the Chinese market, including the creation of the corporate structure, the protection of the intangible assets of the client, including trademark protection in Europe and China as well as the implementation of the contractual relationships with suppliers and customers, through non-disclosure agreement, service provision and IP right assignments on a day-to-day basis.
- Assisted several players of the connected automotive industry, including a car leasing company and several startups providing Bluetooth-enabled dongles on the OBD port , in approaching the French Data Protection Authority ("CNIL") in order to amend the draft compliance package prepared by the French Data Protection Authority.
- Assisted a French consulting company specialized in financial investments in the implementation of a securitization program of student housing receivables, and notably GDPR compliance issues relating to the transfer of the personal data included in the transferred debts.
- Assisted a leading eyewear and security sport gear manufacturer in the implementation and management of customs seizure of infringing products on the European market.

- Currently representing the new venture behind the creative team of the Colette concept store, Nous Concept, in the defense of their trademarks against (i) a pottery and culinary art store owning a similar trademark and (ii) a German company owning a similar trademark in approaching services.
- Assisted a leading French utilities providers in the implementation of its smartcity data hub for a connected city project in France.
- Assisted a leading highway infrastructure operator on large range of issues related to new mobility trends, including day to day assistance on transactional aspects of highly innovative projects pertaining to electric vehicles, connected car and driverless transportation, research and development, consortiums with public and private stakeholders of the transportation sectors, within various European initiatives (C-ROADS, SCOOP, CINC) as well as the drafting and negotiation of a partnership agreement with a car manufacturer in order to experiment in real traffic conditions autonomous driving, including the crossing of toll booth and management of roadworks and accidents.
- Assisted one of the leading French hearing aid manufacturer in the implementation of the new French regulatory framework relating to the conditions for which the French social security covers/reimburses hearing aids and related services to end-users.
- Assisted on the data protection implications under the GDPR of a personal data transfer from the client's European entity to its US entity, in view of a potential discovery procedure under the US laws further to an M&A transaction, and implemented the required safeguards to allow such discovery process, notably through the information of current and past employees affected by the process and contractual mechanisms.
- Assisted leading children book publisher in the implementation of an street-art exhibition for children, including the licensing of the underlying IP rights on the characters' likeness, as well as an assignment of the resulting derivative IP in order to secure the exploitation rights for the publisher, and use of the resulting IP for charity purposes.
- Assisted (i) a publicly-owned asset management holding company based in the United States and (ii) several Australian based insurance companies in the assessment of their respective exposures to GDPR and notably technical aspects relating to its territorial applicability.
- Assisted a German company in pending litigation in relation with numerous patents acquired by our client, further to the assignor of such patents acting in bad faith and having assigned its patents twice to two subsequent assignees.
- Currently representing Hyundai in several proceedings against French and EU grey market dealers, offering Hyundai vehicles for sale, which were not destined to the EU market (unlawful parallel imports), in infringement of Hyundai's trademark rights.
- Currently representing a manufacturer of industrial material in the aftermath of the termination of a distribution agreement in France and infringement litigation further to the continued unauthorized use of its trademark by former licensee.
- Assisting a large spectrum of non-EU clients with their GDPR compliance process, ranging from the complete due diligence of their data flows ("data mapping") allowing for an exhaustive assessment of their compliance

status to date (“gap assessment”), to day-to-day services for the implementation of revised model documentations, both internal (training, education) and contractual (with customers, service providers, end users).

- Regularly assisting a leading university in data protection issues in relation with the development of artificial-intelligence solution, notably with regard to retention of personal data, anonymization of personal data and territorial scope of the GDPR.
- We are currently assisting a German gallery, which is internationally renowned notably for the distribution of photographic works in the defense of an action before the French court initiated by a French photographer, alleging that one of the photographs of this artist exhibited by our client infringed his copyright.
- Assisting a mechanical sport broadcaster in the implementation of its Over-The-Top (“OTT”) subscription services aiming at broadcasting sporting events on an online platform, including assessing the requirements for sponsorship and advertisement for tobacco and alcohol products in key jurisdictions (notably France with regard to the Evin Act).