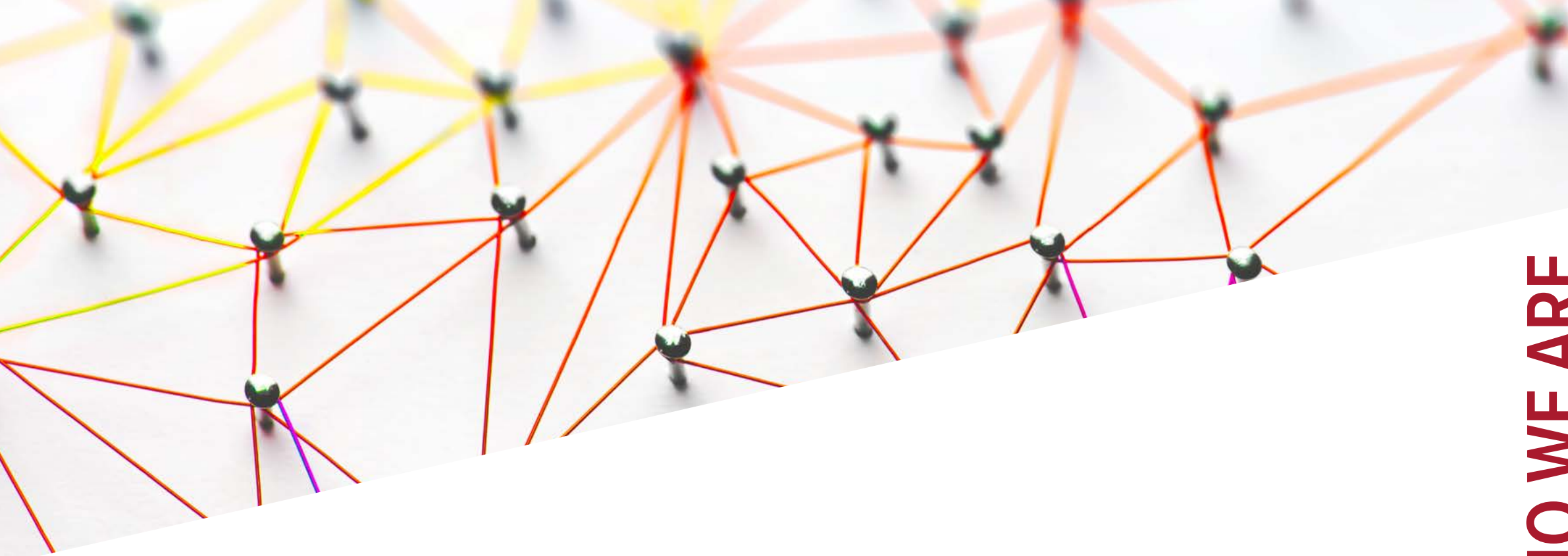




  
ANDERSEN®

# IP, IT AND DATA PROTECTION

[GLOBALANDERSEN.COM](http://GLOBALANDERSEN.COM)



# PARTNERING WITH YOU

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Andersen brings in-depth knowledge, as well as the technical expertise, you are looking for in a professional services firm.

We are committed to partnering with you through the delivery of best-in-class service.

We deliver services including e-communications, information technology, media law, cybersecurity, digitization, and GDPR/privacy. Our services are designed to provide comprehensive, multidisciplinary IP, IT and Data Protection legal services to clients across the globe.

Our highly experienced team is here to assist you and provide seamless solutions that meet your ever-evolving business needs.

# WHO WE ARE

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Andersen Global® was established in 2013 as an association of legally separate, independent member firms, with a worldwide presence and comprised of professionals that share a common background and the same vision no matter their location.

Our growth is a byproduct of the outstanding client service delivered by our people - the best professionals in the industry. Our objective isn't to be the biggest firm, it is to provide best-in-class client service in a seamless fashion across the globe.

Our professionals are selected based on quality, like-mindedness and commitment to client service. All of our Andersen Global professionals share our core values.

Andersen Global was established to create an enduring place – ONE FIRM where clients across the globe are afforded the best, most comprehensive tax and legal services provided by skilled staff with the highest standards.

Outstanding client service has and will continue to be our top priority.

Discover all the member firms and collaborating firms of Andersen Global at: [global.Andersen.com](https://global.Andersen.com)





# OUR CORE VALUES

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## Transparency

We value open communication, information sharing and inclusive decision making.



## Stewardship

We hire the best and the brightest and we invest in our people to ensure that legacy.



## Best-In-Class

We aim to be the benchmark for quality in our industry and the standard by which other firms are measured.



## Independence

Our platform allows us to objectively serve as our client's advocate; the only advice and solutions we offer are those that are in the best interest of our client.



## Seamless

Our firm is constructed as a global firm. We share an interest in providing the highest level of client services regardless of location.

# GLOBAL REACH

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## Global Reach

We have a global presence through the member firms and collaborating firms of Andersen Global.

## Client Service

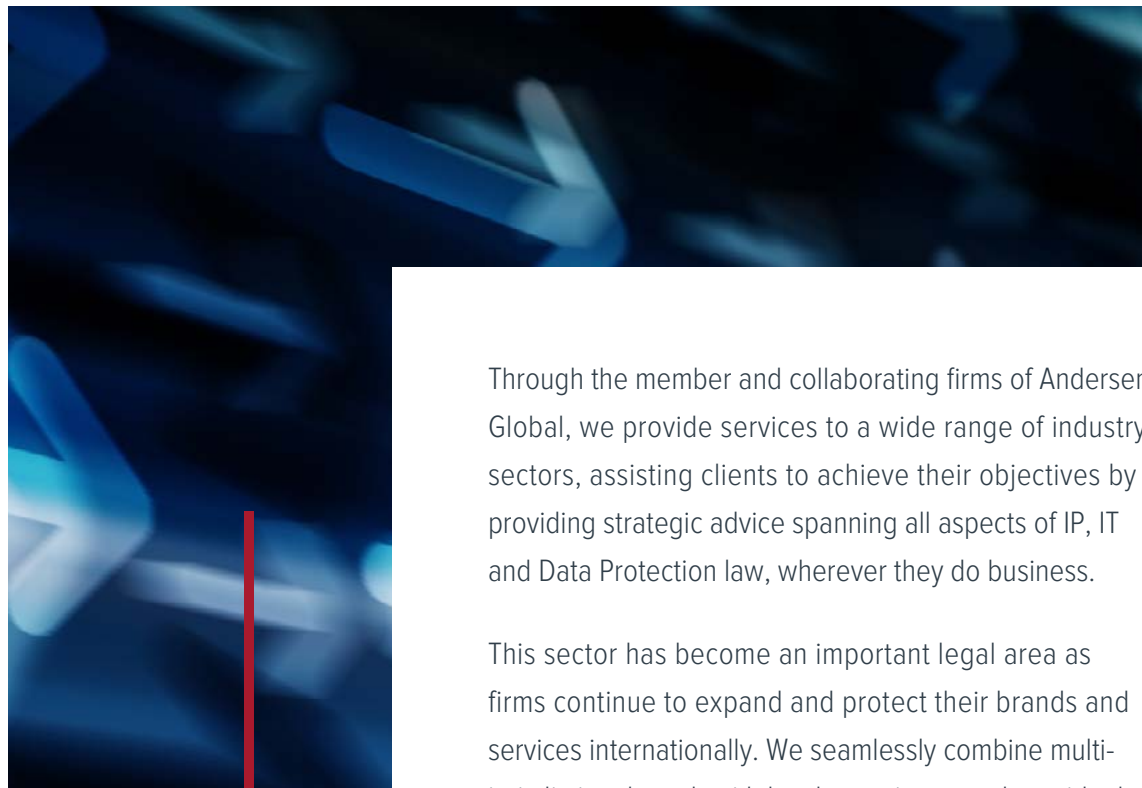
Our professionals share a common background and vision and are selected based on quality, like-mindedness, and commitment to client service.

## Shared Values

Each and every one of the professionals and member firms that are a part of Andersen Global share our core values ensuring the delivery of best-in-class service in a seamless and consistent manner worldwide.

## One Firm

We are building Andersen Global to create an enduring place – ONE FIRM where clients across the globe are afforded the best, most comprehensive tax and legal services provided by skilled staff with the highest standards.



## INTELLECTUAL PROPERTY SERVICE OFFERINGS

Through the member and collaborating firms of Andersen Global, we provide services to a wide range of industry sectors, assisting clients to achieve their objectives by providing strategic advice spanning all aspects of IP, IT and Data Protection law, wherever they do business.

This sector has become an important legal area as firms continue to expand and protect their brands and services internationally. We seamlessly combine multi-jurisdictional reach with local experience and provide the following services:

- Advice on the negotiation, drafting and review of contracts related to the assignment and/or transfer of intellectual property rights, copyright agreements, trademark and patent license agreements
- Advice on registration and protection of patents and other intellectual property rights before competent authorities and bodies at national and international level
- Advice on the preparation of action plans for the legal protection of intangible assets (works and services) of any nature, and representation before administrative authorities and courts in administrative and judicial proceedings pertaining to the protection of intellectual property rights, and compensation for damages caused by infringement of intellectual property rights
- Advice and representation of IP rights holders in IP dispute resolution proceedings
- Assessment of IP-related issues in business models and business cases
- Negotiation of tariffs with collecting societies and bodies



### **Experience**

#### **Digitization**

We assist traditional sectors with their digital transformations, including remote workforce management and e-commerce. We ensure efficient proactive management of all legal/regulatory challenges arising within such context.

#### **Cybersecurity**

We advise on issues from building cyber resilience to incident management and post incident remediation.

#### **GDPR Privacy**

We provide advice on all issues related to legal/regulatory requirements emanating from the GDPR and national personal data protection laws, to ensure the highest possible level of compliance. We are committed to interpreting laws and regulations with a creative, business-oriented approach aiming at finding solutions to advance the business.



# SERVICE OFFERINGS

## Services

- Ownership issues
- License Agreements
- IP Litigation
- Copyright Law
- Commercialization of IP
- Database rights
- Trademarks

## General Data Protection Regulation (GDPR)

GDPR came into force in 2018. It applies under certain circumstances to any company worldwide which processes personal data within or outside the EU.

### Companies should ask themselves the following questions:

- Do our employees know that the law governing data processing is changing? Are they familiar with the current and forthcoming obligations?
- Are we aware of what personal data we hold, where it came from, and to whom it has been transferred?

- Do we know the new conditions governing the provision of consent by the data subject?
- Do our data processing procedures cover all individuals' rights (i.e. deletion of personal data, provision of electronic data in a commonly used format, and the newly introduced right to data portability)?
- Are we familiar with the rules and procedures applicable to transfers of personal data to third-party countries or international organizations?
- Are we familiar with Privacy Impact Assessments and ready to implement them in our organization?
- Do we know that a personal data breach must be reported to the supervisory authority no later than 72 hours after its discovery? Do we have the right procedures in place to detect, investigate and efficiently deal with a potential personal data breach?
- Do we know when we are obliged to communicate a potential personal data breach to the data subject without undue delay?

### How Andersen can assist:

- GDPR Audit: An evaluation of current data processing practices and a risk assessment of partial or non-compliance with the new obligations.
- Implementing a full end-to-end GDPR compliance program, tailor-made to address the specific needs of your company
- Raising awareness: Tailor-made information and training sessions on the new GDPR framework for key decision-makers, senior and general staff.
- Drafting of fully compliant data processing procedures and templates
- Simulation of a DPA investigation via data protection audit
- Simulation of a Data Breach Incident Management

## Industry Experience

Automotive	Banking	Concession and Highway Management
Construction	E-Communications and Networks	Energy
FMCG	Gambling and Gaming	Hotel, Tourism and Entertainment
Insurance	Logistics	Media
Public Real Estate	Retail Chains and E-Shops	Shipping (Cargo and Passenger)
Technology		

# THANK YOU

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For more information, please contact your Andersen advisor or visit [global.Andersen.com](https://global.Andersen.com) to view our Global Service Line leads.

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