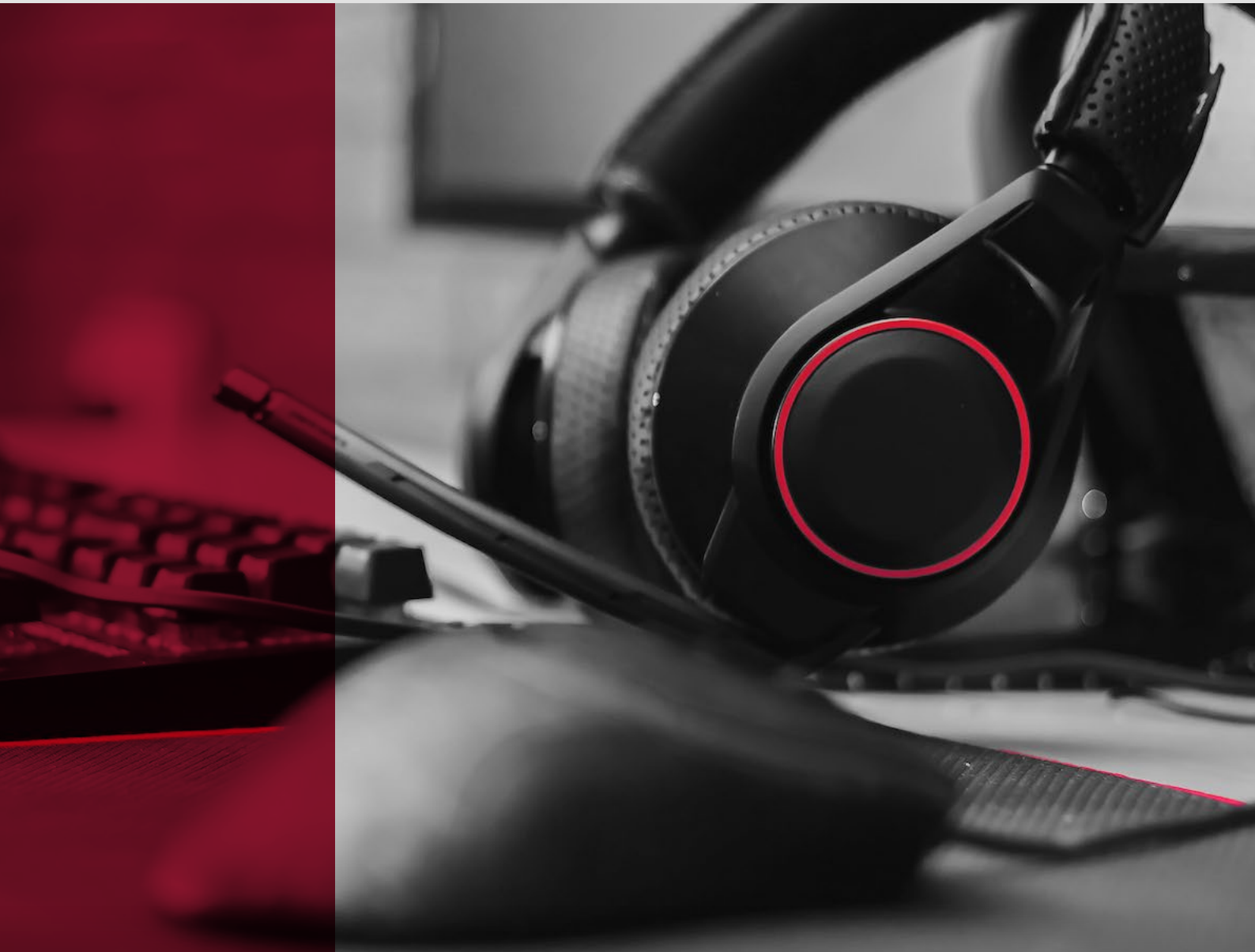


ADVANT

Your technology, media, entertainment
and telecommunications advantage



ADVANT Altana | Beiten | Nctm

www.advantlaw.com

OUR TECHNOLOGY, MEDIA, ENTERTAINMENT AND TELECOMMUNICATIONS PRACTICE

Innovation abounds in the **TMET** space across Europe, continuing to attract both attention and investment from around the globe. **ADVANT** member firms are trusted advisors to a wide range of significant players in this fast-moving and dynamic sector.

We count among our clients in the **technology** space some of the world's leading tech businesses, including software developers, infrastructure providers, and technology services organizations in areas such as SaaS, hosting and e-commerce.

Specifically in the fields of **media and entertainment**, we work with the leading companies and creative minds behind many of the major media assets consumed across Europe and around the world, supporting their financing, creation and distribution.



MEMBER FIRM AWARDS AND RECOGNITIONS

Our professionals have been recognized by many leading rankings, awards and publications, both regionally and globally. In addition, **ADVANT** was named the 'International Firm of the Year' at the 2022 Legal Business Awards, and a finalist for 'Global Network of the Year' at The Lawyer European Awards 2022.

Best Lawyers

Chambers
AND PARTNERS



JUVE

The
LEGAL
500



OUR SECTOR EXPERTISE

For companies operating in the **technology** space, we regularly advise on issues such as:

- Commercial contracts
- Personal data and intellectual property protection
- M&A and joint ventures
- New data-driven business models
- Artificial intelligence
- Outsourcing arrangements
- Complex IT project management, implementation and disputes
- Tendering and procurement
- Finance and investment
- Software and open source licensing

Within the **media and entertainment** spheres, our knowledge of the industry ecosystem, its players, its changing business models and pitfalls is unrivalled. We help companies to foster the opportunities of digitalization, to navigate around its complexities, and to protect their creative ideas and intellectual property. Our areas of expertise include:

- Copyright, image and other IP rights
- Media regulation
- State aid for creative endeavors
- Collecting societies registration
- Global formats and licensing
- IP or other commercial disputes

KEY CONTACTS



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RELEVANT MEMBER FIRM EXPERIENCE



Commercial

We advise clients on the full spectrum of commercial and legal issues which are of critical importance to the technology, media and entertainment sector, such as:

- Complex commercial contracts
- Co-marketing and product placement agreements
- Commercial issues arising from the production and distribution of content
- Shareholders agreements or family business succession
- Compliance and corporate governance
- Consumer regulation
- Product liability

Dispute Resolution

We support clients to seek the most appropriate in-court or out-of-court solutions when disputes arise, including:

- Contractual disputes
- Commercial arbitration
- IP litigation and enforcement
- Product liability disputes
- Highly complex, cross-border litigation
- Employment and trade union disputes
- Post-judgement enforcement, and damages recovery
- Domestic and international arbitration proceedings

Employment

ADVANT member firms provide robust expertise on a range of employment and labour matters, including:

- Employment contracts and disputes
- Workforce restructuring and redundancies
- Major industrial disputes
- Collective bargaining, trade union relations and negotiations
- Health and safety incidents
- Workplace investigations
- Workforce policies and procedures



Intellectual Property

We provide assistance in relation to strategic and highly complex IP issues for the sector such as:

- Drafting and negotiating licensing agreements
- Domestic and international patent, trademark and copyright litigation
- Anti-counterfeiting and customs enforcement
- Trademark enforcement and unfair competition
- Europe-wide patent enforcement (UPC)



IT and Data

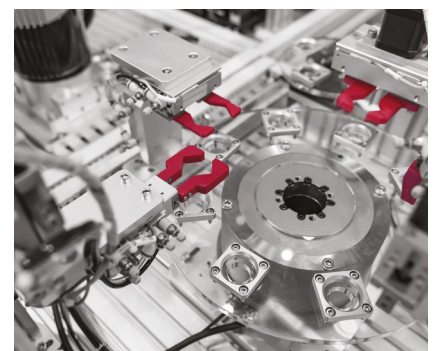
Our expertise in advising clients on these critical issues includes:

- Digital security and data breaches
- E-commerce and mobile payments
- Cloud computing
- Licensing rights
- Collection, processing and protection of personal data, and granting of data subjects' rights
- Cross-border data transfers, including data encryption

Manufacturing, Supply Chain and Logistics

We frequently advise clients regarding manufacturing and industrial issues such as:

- Supply chain logistics and compliance
- Procurement
- Environmental and sustainability considerations
- Health and safety policies and procedures



Corporate/M&A

As businesses evolve, grow and change, clients rely upon **ADVANT** member firms to advise them regarding:

- Strategic or distressed mergers, acquisitions and disposals of assets or businesses
- IPOs
- Joint ventures and strategic partnerships
- Minority or majority stakes
- Management or leveraged buyouts
- De-mergers
- Public or contentious takeovers
- Private equity and venture capital investment, fundraising or exit

Real Estate

When property-related issues arise, we are able to provide support regarding:

- Real estate asset purchases and disposals
- Portfolio management, financing and restructuring
- Planning, construction and management of commercial or manufacturing facilities
- Commercial leases and disputes



Restructuring and Insolvency

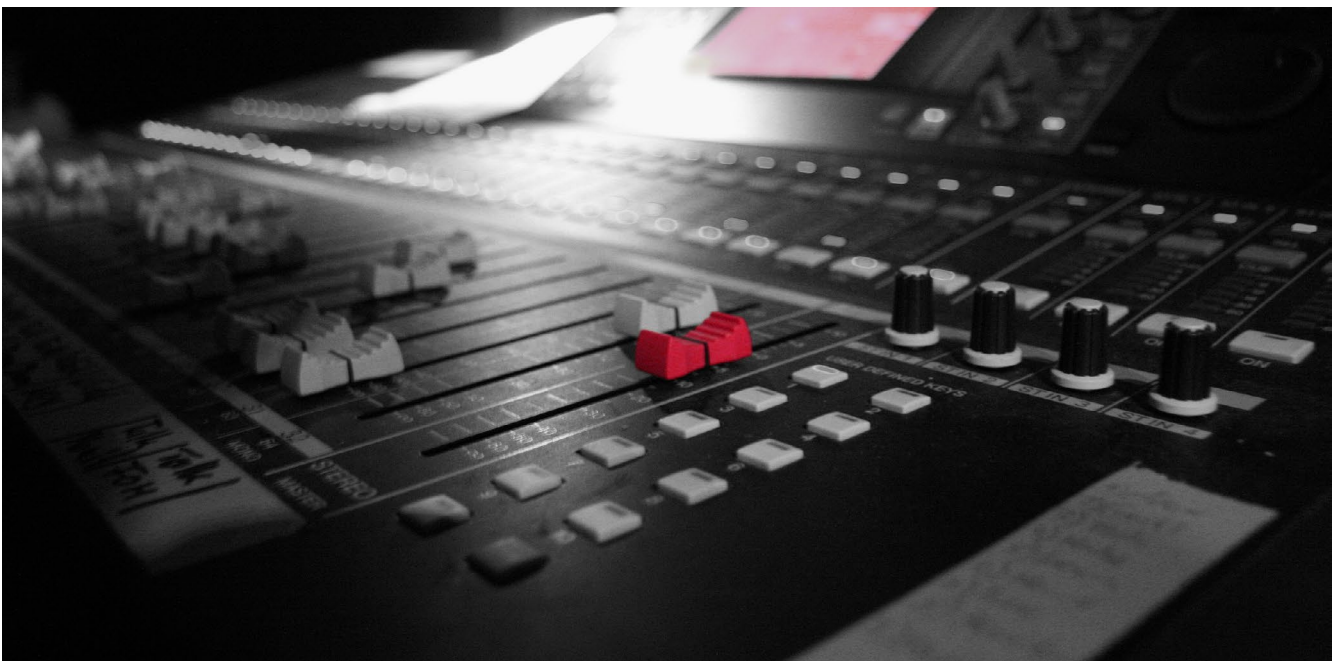
When businesses in the sector face commercial difficulty, we can advise regarding:

- Complex business or corporate reorganizations
- Operational or financial restructuring
- Carve-outs and distressed M&A
- Insolvency
- Mandatory provisions (ie clawbacks or damages stemming from past transactions or business conduct)
- Non-mandatory provisions

Tax

We advise clients on even the most complex of domestic and international tax issues, including:

- Business and corporate tax
- VAT
- Creative industries State Aid and tax incentives
- Pension and stock option schemes
- International tax obligations
- Customs and import taxes
- Transfer pricing
- Tax implications from major transactions or organizational restructuring
- Tax disputes and investigations, including those involving the relevant regulatory authorities



ABOUT ADVANT

ADVANT is comprised of leading European lawyers, and is uniquely positioned to deliver a distinctive advantage to clients navigating the complex commercial landscape of Continental Europe.

Representing a combined team of nearly 600 professionals, including nearly 140 equity partners, **ADVANT** is comprised of **ADVANT** Altana in France, **ADVANT** Beiten in Germany, and **ADVANT** Nctm in Italy. With a presence in 15 locations across Europe and beyond, these firms serve their clients, both in Europe and internationally, by providing the highest-quality advice and results – efficiently and cost-effectively through technical excellence, dedication, and true collaboration.

A unique venture in the European legal market, **ADVANT** brings together strong national players to provide clients with the 'best of both worlds': deep local foundations and an international vision and reach.

ADVANT is your European advantage.

AREAS OF EXPERTISE

All of our members are full-service business law firms, offering a complete breadth of capability to meet client needs. We have significant shared strength in a number of key legal areas and industry sectors:

PRACTICE AREAS		SECTOR AREAS	
Antitrust and Competition	Insurance	Art, Luxury and Fashion	Private Clients
Arbitration	Intellectual Property	Energy	Private Equity and Venture Capital
Banking and Finance	IT and Data	Financial Services	Real Estate
Capital Markets	Public Law and Procurement	Industrials	Retail and Leisure
Commercial	Real Estate	Insurance	Shipping
Compliance	Restructuring and Insolvency	Life Sciences and Healthcare	Technology, Media, Entertainment and Telecommunications
Corporate/M&A	Tax	Mobility	
Dispute Resolution	White Collar Crime	Public Sector	
Employment			



ADVANT Altana

Founded in 2009, **ADVANT** Altana is an independent law firm with 85 lawyers, and is one of the leading business law firms in France. It offers top-level expertise on both advisory and litigation matters to clients, often in highly regulated sectors, from its base in Paris.

ADVANT Altana is an active member of numerous influential legal and industry associations around the world, including the International Bar Association (IBA), International Trademark Association (INTA), the American Bar Association (ABA) and INSOL International. In addition, the firm is a founding member of LCLIA, an international alliance dedicated to the construction sector.



ADVANT Beiten

Founded in 1990, **ADVANT** Beiten is an independent law firm with about 240 lawyers, accountants and tax advisors, and is one of the leading commercial law firms in Germany. It advises medium-sized companies, large corporations, banks, foundations and public sector organisations on German and international commercial law from six offices across Germany, as well as Belgium, Russia, and China.

ADVANT Beiten is an active member of numerous influential legal associations around the world, including the Employment Law Alliance (ELA), International Bar Association (IBA), American Bar Association (ABA), International Trademark Association (INTA), etc.





ADVANT Nctm

Founded in 2000, **ADVANT** Nctm is an independent law firm with about 270 lawyers and tax advisors, and is one of the leading commercial law firms in Italy. It advises companies, banks and financial institutions, multi-national corporations and public entities on all areas of business law from its offices in Milan, Rome and Genoa, as well as London and Shanghai.

ADVANT Nctm is an active member of numerous influential legal associations around the world, including the International Bar Association (IBA), International Trademark Association (INTA), the Employment Law Alliance (ELA), etc.



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