

Ewa Kacperek

Counsel
Warsaw

Biography

As a counsel leading the Warsaw Intellectual Property, Media and Technology practice, Ewa Kacperek focuses on intellectual property, unfair competition, privacy and e-commerce matters. Ewa brings over 15 years' experience in drafting and opining on IP transfer and licensing agreements, IP and unfair competition litigation, as well as privacy and e-commerce matters. As a litigator, Ewa has appeared before the Polish Supreme Court on a number of occasions, enforcing the trademark rights of her clients. She has represented clients active in areas as diverse as domestic appliances, mobile telephony, and the food and beverage industry. Whether it is complex loyalty schemes, copyrights connected to commercial centres, domain name disputes, or trademark litigation, Ewa quickly gets to the heart of the problem and solves it efficiently.

Keen on techy stuff and with a deep understanding of how the internet and new media work, Ewa is on the same page as her tech-savvy clients. Unusually for a lawyer, she is not interested in the law purely for the sake of the law, but instead uses it to find pragmatic solutions to those issues which confront her clients. Ewa has authored many articles, for both specialist periodicals, and the daily press. In addition to her regular work, she often gives client seminars. Seeing the importance of an understanding of law in peoples' day-to-day lives, Ewa has co-founded a programme for teaching the basics of law to secondary school students.



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Languages

English
Polish
French
German

Practices

Communications, Internet, and
Media
Copyright
Designs
Domain Names
Intellectual Property
IT Law
Marketing and Advertising
Patents
Trademarks and Brands

Representative experience

Advising a number of real-estate funds on copyrights to architectural drawings issues.

Awards and rankings

- Healthcare and Life Sciences, *Legal 500 EMEA*, 2019-2020
- Intellectual Property, *Legal 500 EMEA*, 2013, 2018-2019

Latest thinking and events

- News
 - Controversial obligation to store user data to be imposed on electronic communications undertakings
- News
 - Sobriety checks in compliance with GDPR provisions
- News
 - Poland: new guidelines on influencer marketing in social media published
- News
 - Cookies and personal data - what are the obligations of entities that use cookies?
- News
 - Should free services be provided for sharing personal data?
- News
 - Finally some clarity? CJEU declares Art. 17 DSM-Directive to be in line with fundamental rights

Industries

Technology and Telecoms

Life Sciences and Health Care

Sports, Media and Entertainment

Areas of focus

Esports and Gaming

Education and admissions

Education

Jagiellonian University, 2006

Center for American Law Studies,
University of Warsaw, 2000

M.A., University of Warsaw, 1999

Deutsche Rechtsschule, University of
Warsaw, 1997

British Center for English and
European Union Studies, University
of Cambridge, 1997

Memberships

Member, International Trademark
Association

Member, the Circuit Chamber of
Legal Counsel in Warsaw

Bar admissions and qualifications

International Trademark Association

The Circuit Chamber of Legal
Counsel
