

## Copyright

In today's world, copyright works and related rights form the cornerstone for many of your services and products. Regardless of which sector you operate in, copyright protected content will be at stake. Identifying tomorrow's key markets and the levels of copyright protection available to you in those markets is central to how we can help you.

Copyright is what we do — globally..

It is essential to be aware of your rights, be it as the licensor or the licensee. You need to know whom to approach for the license you actually require, how to negotiate adequate terms of use, and where to start with effective rights management. This is what we do.

Protecting and enforcing your legal and economic position in a prudent and resourceful way is an essential element of our approach. We have a well-deserved reputation for standing tall in high-profile copyright disputes.

Media, broadcasting, music, and publishing — all rely on protecting unique content. The same goes for online platforms, search engines, and news aggregators. We counsel major businesses operating in the IT, telecom, luxury goods, education, banking, and finance industries. We work with collecting societies as well as publishers, universities and public libraries, research institutions, and governmental bodies. Our global copyright experience can be your asset.

### Key contacts

**Zhen (Katie) Feng (Shanghai IP Agency),**  
Shanghai

**Dr. Morten Petersenn,**  
Hamburg

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### Trending Topics

#### Global IP Outlook

Key changes in case law and market trends that will impact your business and how you manage your IP.

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#### EU Digital Services Act and Digital Markets Act

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### Areas of focus

Advertising and Copy Clearance

Broadband, Internet, and E-commerce

FinTech

IP Rights in Transactions

Strategic Counseling and Portfolio Development

The copyright world is truly dynamic. Opportunities come in close succession and require flexibility on both the business and legal sides. We have one of the largest full service IP practices worldwide and we are well-positioned to advise you on any aspect of copyright law. We mix in-depth industry knowledge and broad experience of managing complex multijurisdictional projects.

## Representative experience

Google in the "Innocence of Muslims" *Garcia v Google* case, successfully seeking *en banc* reversal of a controversial and major 9th Circuit decision requiring Google/YouTube to take down the film.

Blizzard Entertainment Inc. and its business partner in China, NetEase, in copyright infringement and unfair competition dispute against a Chinese gaming company regarding infringement of Blizzard's online game.

Successfully defending an NFL club in allegations of copyright infringement relating to a logo design and its contribution to royalties received from merchandise bearing the logo.

Successfully advising Fox Group on unauthorized downloading, conversion to digital, and online free distribution of several TV series in France prior to their showing on French TV.

In a precedent-setting victory, we prevailed in proceedings before the Court of Justice of European Union regarding the digitizing and making available of copyright-protected content through dedicated library terminals.

Representing major computer manufacturers against claims for copyright levies in Germany and a major German collecting agency in a landmark case dealing with the distribution of copyright levies.

Obtaining victory for The Walt Disney Company on a copyright infringement claim relating to the movie "Pirates of the Caribbean: Curse of the Black Pearl."

## Awards and rankings

- IP Law Firm of the Year - Italy, *Legalcommunity IP & TMT Awards*, 2021-2018
- Global IP Firm of the Year, *Managing Intellectual Property Awards*, 2019 & 2018
- Ranked Band 1 for IP on a Global and Europe-wide level, *Chambers & Partners*, 2019
- Japan Foreign Firm of the Year, *Managing Intellectual Property Awards*, 2019 & 2018
- China Foreign Firm of the Year, *Managing Intellectual Property Awards*, 2019
- China Copyright Firm of the Year, *Managing Intellectual Property Awards*, 2018
- International IP Law Firm of the Year, *ALB Japan Law Awards*, 2018 & 2017
- Germany - IP Law Firm of the Year, *JUVE Awards*, 2017
- Italy - Best IP Law Firm, *Toplegal Awards*, 2017
- International IP Firm of the Year, *ALB China Law Awards*, 2018
- International Copyright Firm of the Year, *Asia IP Awards*, 2016
- Vietnam - Copyright Firm of the Year, *Asia IP Awards*, 2016

## Latest thinking and events

### News

Consumer NFT Guide

### News

UK Trade Marks, Copyright and Designs - Outlook for 2023

### News

Hong Kong Copyright (Amendment) Ordinance –  
updating the copyright regime

### Insights and Analysis

Sports beyond football: The esports and video games  
resolution of the EU Parliament

### News

London Brands Seminar: NFTs and the Metaverse

### News

Online gaming regulatory practice in France - Part 1:  
T&C of video game digital distribution stores