



# PRESS, MEDIA AND COPYRIGHT LAW

We speak your language.

**Everywhere.**

AUSTRIA BELGIUM BULGARIA CHINA CZECH REPUBLIC FRANCE  
GERMANY HUNGARY ITALY POLAND ROMANIA SLOVAKIA TURKEY



## WE THINK FOR YOU ALWAYS TWO STEPS AHEAD

The media world is in upheaval: The internet is fundamentally changing the production and consumption of content and news. In the process, the new and classic media present all those involved with ever new challenges. Our experts in press, media and copyright law will help you navigate this dynamic environment.

The reputation and economic success of a company, its products and services can be significantly and permanently damaged by untrue reporting. Therefore, one focus of our legal work is to avoid such publications in advance by drafting and editing press releases or editorial text contributions and by supporting and shaping the media companies.

In the aftermath of untrue reporting, we also represent your interests out of court and in court in enforcing your claims for injunctive relief, counterstatement, retraction, removal and damages.

What about copyright protection for your texts, campaigns or concepts? In the information age, copyright determines the marketability, protection and thus the economic value of your goods and services. In addition to outstanding knowledge of the various technologies, legal advice in copyright law requires above all legal experience and knowledge of the constantly changing national and international regulations.

In addition, the copyright assessment and structuring of business models of various kinds and the corresponding contract drafting in European and global projects are part of our daily business in copyright law. Our expertise in copyright law includes general advice and representation in disputes relating to copyright issues of all kinds, such as exploitation and infringement issues, product piracy cases, disputes in connection with licensing and publishing agreements as well as in the context of copyright due diligence.

We advise multinational corporations as well as medium-sized companies and start-ups, especially those in the Web 3.0 environment, on all issues of press, media and copyright law.

Technological developments, legislation and case law are continuously changing media, press and copyright law. We have our finger on the pulse for you, observe the developments and can give you predictive advice.

We work closely with other business areas of our firm, for example on transactions.



## SELECTED CONSULTATION GOALS

Tailor-made and economically pragmatic solutions for your company are our top priority. This is how we adapt our team to your individual needs. For complex and cross-border projects, we work in interdisciplinary teams across locations and countries on the optimal solution for you.

### Press and media law

- Advising and representing media companies in all legal matters, in particular also in regulatory proceedings.
- Review and production of press releases and journalistic texts.
- Defence and representation in and out of court in counterstatement, removal, revocation, injunction, damages and information claims.
- Advising on and reviewing conditions of participation for competitions or prize draws and general terms and conditions.
- Reviewing and drafting cooperation agreements, agreements with media law implications and event agreements.
- Representation vis-à-vis supervisory authorities.
- Legal advice on the organisation of events and functions.
- In-house training for journalists and media professionals.

### Copyright law

- Advising and representing advertising agencies, publishers, record producers and creative professionals in all matters relating to their field.
- Checking drafts, texts, concepts and (advertising) campaigns.
- Accompaniment and support in the priority proof of copyrights.
- Prosecution and defence of injunctive relief, compensation or information claims from copyrights.
- Review and drafting of licence agreements and know-how agreements.
- Review and production of software contracts, support contracts, contracts for work and materials.
- In-house training and lecture series in and for advertising agencies, among others.



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*Please note: The explanations above do not claim to be conclusive. They are only intended to provide initial information and orientation. They do not replace detailed legal advice. We are at your disposal for such a consultation.*