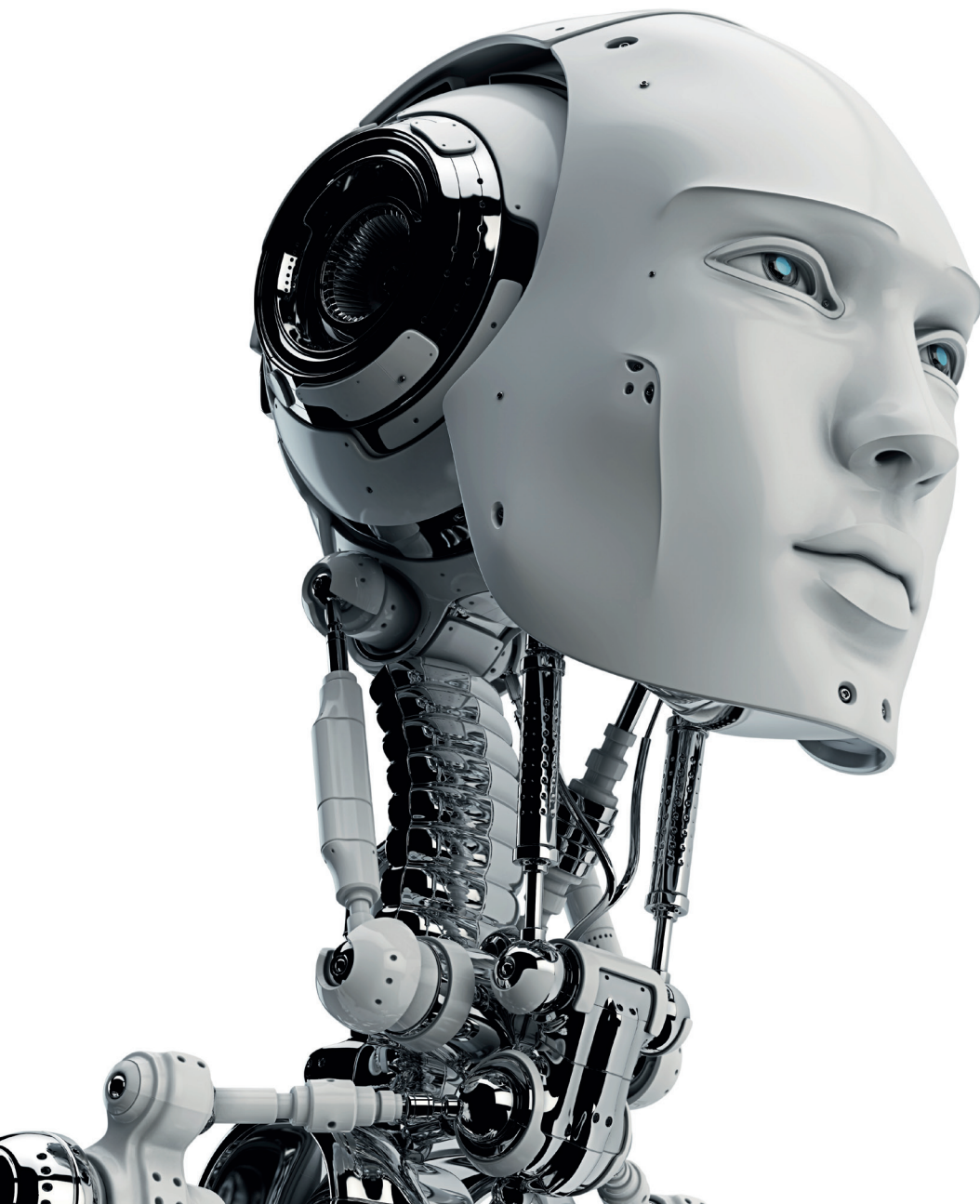


Your World First



Advising where technology meets law

The CMS Germany TMC practice





Frequently recommended practice for IT, operating out of 5 offices. One of the few firms that successfully manages to advise both SME clients and multinationals.

JUVE Handbook

This large and diverse team has the capacity to advise on an array of issues spanning the IT, media and telecoms sectors. Within the technology sector, its lawyers offer expertise in outsourcing, software licensing and data protection.

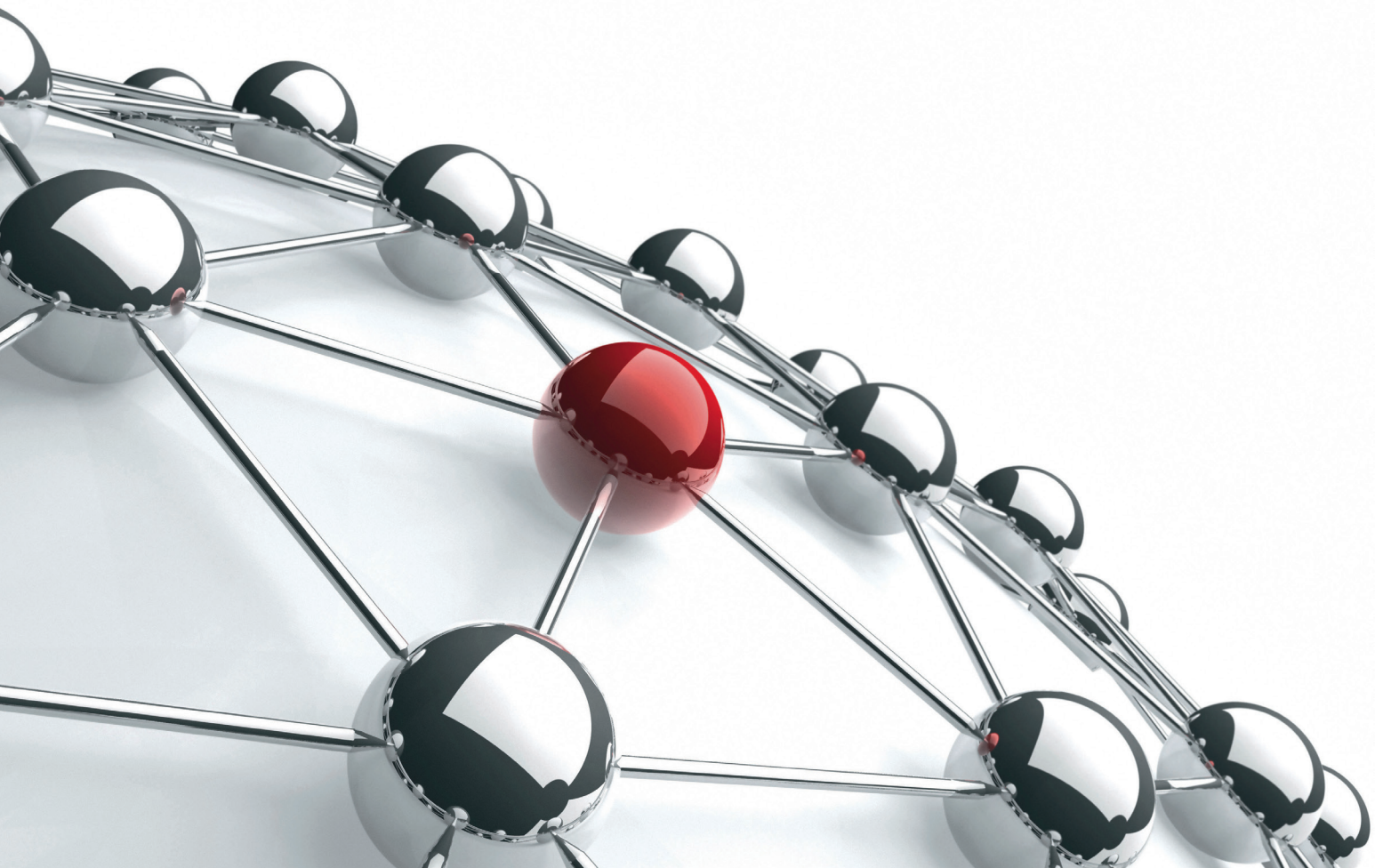
Chambers Europe

Top players for IT.

Chambers Europe

CMS has firmly established itself in the digital media space.

Legal 500



First-class expertise in technology, media and communications

Ever-accelerating technological change and the convergence of technology, media and communications (TMC) are transforming the technical, economic and social landscape. The digital age is creating completely new applications and business models, while also impacting on the entire value chain. Together with associated changes in the legal framework at national and international level, companies now face major challenges each and every day, with entirely new legal issues constantly arising.

Our practice combines the expertise of around 50 specialised lawyers, all ready to help you deal with increasingly rapid technological developments. At the heart of our approach is the ability to combine legal expertise, technological understanding and market knowledge, including regulatory issues, in conjunction with strong insights into related areas of law such as competition and intellectual property. We deploy interdisciplinary teams that are hand-picked to meet the client's specific requirements.

Our TMC experts possess the specialist legal knowledge required to give you maximum peace of mind in your business activities. Areas covered include the regulatory framework, innovative outsourcing models, complicated contracts, complex projects, structuring business models to comply with data protection law, licensing models, media content and commercialisation, and legal disputes ranging from routine matters to landmark cases.

We advise enterprises from every sector, including developers, manufacturers and service providers from the TMC industry and their customers, e.g. industrial and commercial companies, banks and insurers, the service sector and innovative industries such as biotechnology. Our experts provide appropriate legal answers to issues arising from the digitalisation of the German economy, advising companies on digital advances, big data and new business models.

Our legal advice is comprehensive and precise, but also pragmatic and results-oriented. Thanks to our industry-specific experience, we are well acquainted with the legal, commercial and technical situation in your sector, while also having insights into operations and structures. Accordingly, we understand your business objectives, internal processes and the resulting requirements. We are also accustomed to working with your own specialists and other professional advisors, such as auditors or strategy consultants.

When dealing with international issues in Europe, we draw on legal experts from the CMS Technology, Media & Communications Sector Group, which numbers some 250 members. This enables us to provide a single-source solution that covers the special requirements of different local jurisdictions.

Facts at a glance:

- One of the largest TMC teams in Germany with around 50 specialised lawyers
- Presence in all key business locations
- Advice provided locally and across locations, as needed
- International CMS Sector Group comprises 250 lawyers in Europe

Recognised for outstanding quality you can rely on



A lot of experience in major outsourcing projects.

JUVE Handbook

Frequently recommended law firm for telecoms. With its broad coverage it advises on regulatory matters and on agreements in the relevant market sectors: cable, mobile and landline.

JUVE Handbook

Regulatory expertise derived from many years of experience in the industry.

JUVE Handbook

CMS provides “all-round advice of excellent quality”, across regulatory, transactional and commercial contract matters pertaining to telecoms projects.

Legal 500

Ranked as a leading practice for sports law.

JUVE Handbook

The firm’s capability in copyright and its digitalisation expertise make it one of the top choices for media law.

JUVE Handbook

Tier 1 rankings

Information Technology | Legal 500, 2016

IT Law | Kanzleimonitor, 2015/2016

Media: Contracts and Copyrights | JUVE Handbook, 2015/2016

Outsourcing | Legal 500, 2016

Sports Law | JUVE Handbook, 2015/2016

Tier 2 rankings

Data Protection | Legal 500, 2016

Information Technology: Contracts/Litigation | JUVE Handbook, 2015/2016

Information Technology | Chambers Europe, 2015

Media | Chambers Europe, 2015

Media/Entertainment | Legal 500, 2016

Telecommunications | Chambers Europe, 2015

Telecommunications | JUVE Handbook, 2015/2016

Telecommunications/Regulation | Legal 500, 2016

Telecommunications/Transactions | Legal 500, 2016



Key areas of advice across technology, media and communications

IT Law and Outsourcing

- IT and business process outsourcing
- Purchasing and procurement
- Software development and licensing
- Distribution and distribution structures
- IT projects
- Research and development
- Hosting, IT migration
- Maintenance and servicing
- Alliances
- Software protection and copyright law

Telecommunications

- Regulatory and telecommunications law aspects and regulatory strategies
- Drafting and negotiation of all relevant telecommunications contracts
- Network access agreements
- Reseller contracts
- MVNO agreements
- Leased line and fibre optic cable agreements
- Procurement, maintenance, sales and cooperation agreements
- Project, outsourcing and insourcing agreements

Digital Business

- Digital business
- E-commerce
- Digital media
- Internet law
- Big data
- Internet of Things, Industry 4.0, M2M, Car2Car
- Cloud computing
- Entertainment/gaming
- Social media

Data Protection and IT Security

- Advice on compliance of services, business models and Internet portals with data protection law
- Data protection audits and compliance
- Crisis advice on data loss
- Drafting privacy statements and terms of use

Media Law

- Content commercialisation
- Press law and freedom of expression in television
- Copyright
- Advertising and entertainment

Sports Law

- Contracts with sportsmen/women
- Sponsorship
- Advising management and agents
- Structuring, marketing and financing sports clubs
- Sports rights marketing
- Invitations to tender and contract award for media and other sporting rights
- Merchandising and licensed products
- Border seizure cases
- Trademark law and trademark management

Further Sector-specific Services

- Advice/representation in legal disputes
- Establishment and restructuring of companies
- M&A transactions
- Venture capital/private equity
- Tenders and procurement law

How we add value to your business

Experience shows that our approach and advice strategy deliver sustained positive outcomes for clients, at a legal, business and personal level. Our aim is to craft solutions tailored to your individual legal requirements and practical needs. To achieve that, we also apply our specific industry knowledge to each matter. We would be delighted to have an opportunity to demonstrate our capabilities.

— **Tailored approach**

We take the time to assess your matter in detail and identify your priorities.

— **Solution-oriented advice for the real world**

Our advice is characterised by effective solutions and actionable recommendations that address the client's actual requirements while taking account of existing constraints.

— **One-stop legal advice**

We work in teams that include other experts as required. The team will then comprise not only TMC experts, but also lawyers who work in other legal fields and additionally have TMC industry experience.

— **Strong partner involvement**

Active partner involvement in client matters ensures continuity, reliability and efficiency, pragmatic solutions and fast response times.

— **Matter and project management**

The original partner instructed always remains your point of contact, continues to coordinate the project and is personally responsible for the matter.

— **Resources and flexibility**

We have the necessary resources to handle large projects and transactions quickly and efficiently, both nationally and internationally.

— **Local support**

Our offices have deep regional roots and allow clients to access our experts in eight major German cities, rather than just a few central locations.



About CMS

The 3,000 legal and tax advisors at 60 CMS offices provide support for your company's continued success in times of change. With professional rigour, strategic skill and a focus on developing long-term partnerships, CMS is committed to clients and their business success.

CMS Hasche Sigle is part of CMS, a network of independent European law firms. In Germany, CMS has more than 600 lawyers, tax advisors and notaries who support German and international companies ranging from successful SMEs to global corporations.





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CMS Hasche Sigle is one of the leading commercial law firms. More than 600 lawyers serve their clients in eight major German commercial centres as well as in Brussels, Moscow, Beijing, Shanghai and Tehran. CMS Hasche Sigle is a member of CMS Legal Services EEIG, a European Economic Interest Grouping that coordinates an organisation of independent law firms. CMS EEIG provides no client services. Such services are solely provided by CMS EEIG's member firms in their respective jurisdictions. CMS EEIG and each of its member firms are separate and legally distinct entities, and no such entity has any authority to bind any other. CMS EEIG and each member firm are liable only for their own acts or omissions and not those of each other. The brand name "CMS" and the term "firm" are used to refer to some or all of the member firms or their offices.
www.cmslegal.com

CMS locations:

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CMS Hasche Sigle Partnerschaft von Rechtsanwälten und Steuerberatern mbB, registered office: Berlin (Charlottenburg District Court, PR 316 B), list of partners: [s. website](http://s.website).
www.cms-hs.com