

PRESS RELEASE

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Subject	CMS von Erlach Poncet Ltd. is expanding its legal advisory offering

CMS von Erlach Poncet Ltd.

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The Swiss law firm CMS von Erlach Poncet Ltd. is expanding its legal advisory offering, in view of the considerable growth markets in Switzerland in Industry 4.0, robotics, cyber technology and medical technology, by making an innovative first step into the field of technology and law

- Globalisation and the growing importance of technology pose a challenge for the law and the legal sector.
- CMS von Erlach Poncet Ltd. is a member firm of CMS, one of the world's ten biggest law firms with over 60 offices worldwide.
- CMS von Erlach Poncet Ltd. is the first large Swiss law firm to offer technical services by patent lawyers in addition to legal services, in order to account for the growing importance of technology in cyber-physical systems and the interdependent areas of finance and intellectual property.
- With the opening of CMSRK Rentsch Kaelin Ltd., CMS von Erlach Poncet Ltd. is offering a new comprehensive legal advisory service in the field of technology and law which includes the enforcement and handling of patents, trademarks and designs.

Rapid technological changes with the latest highly dynamic trends in digitalisation towards Industry 4.0 and cyber-physical systems—particularly in Switzerland—and the simultaneous globalisation of current product development and manufacturing are having an effect on the tertiary sector too. Law firms need to be able to give cross-border advice in the interdisciplinary fields of corporate and financial law, and intellectual property. Robotics, artificial intelligence, human brain technology, cyber security and FinTech are all related to this technology of the future. These developments present law firms and other service providers in Switzerland with significant challenges.

With offices in Zurich and Geneva, CMS von Erlach Poncet Ltd. is the first of the major Swiss law firms to react in an innovative way to these changes and the corresponding needs of clients.

By opening CMSRK Rentsch Kaelin Ltd., a law firm specialising in technology with headquarters in Zurich, CMS von Erlach Poncet Ltd. is combining interdisciplinary advisory services in the field of technology and law in Switzerland. This diverse team comprises renowned experts Dr Rudolf A. Rentsch, Dr Moritz Kälin, Alexander Grosse-Kracht and Dr Simone Brauchbar, European and Swiss patent lawyers with engineering and scientific qualifications.

This new set-up points to a new, targeted, broader European and international service strategy from CMS von Erlach Poncet Ltd. The collaboration between lawyers and patent lawyers takes into account the ever-increasing importance of technology and the associated interdisciplinary challenges.

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NOTES TO EDITORS

CMS von Erlach Poncet Ltd.

CMS von Erlach Poncet Ltd. is one of Switzerland's leading law firms, whose deep roots, unique positioning and highly recognised expertise enable it to deliver innovative, high value-added solutions.

CMS von Erlach Poncet Ltd. is the result of the 2014 merger of CMS von Erlach Henrici AG and ZPG Avocats SA, which brought together two prominent Zurich and Geneva based law firms. Working from Switzerland's two major financial and commercial centers, the experienced team provides top tier specialist legal expertise in domestic and cross-border matters.

CMS

Founded in 1999, CMS is a full-service top 10 international law firm, based on the number of lawyers (Am Law 2015 Global 100). With 65 offices in 35 countries across the world, employing over 4,500 lawyers, CMS has longstanding expertise both at advising in its local jurisdictions and across borders. CMS acts for a large number of Fortune 500 companies and the FT European 500 and for the majority of the DAX 30. Revenues totalled EUR 1.01bn in 2015.

CMS provides a wide range of expertise across 19 practice and sector areas, including Banking and Finance, Commercial, Competition & EU, Corporate/M&A, Dispute Resolution, Employment & Pensions, Energy, Funds, Intellectual Property, Lifesciences, Real Estate & Construction, Tax and TMC (Technology, Media & Communication).

For more information, please visit cms.law.