



# Elisabeth GUISSART

## FACTSHEET

### INTELLECTUAL PROPERTY EXPERT & LITIGATOR

- / Attorney registered with the Luxembourg Bar
- / 15y+ experience, joined /c LAW in 2017
- / Former senior-associate of a Magic Circle firm (IT/TMT) (6y)
- / Former litigator within a Luxembourg highly reputable law firm specialised in business criminal law, cross-border cases and contract law (2+y)
- / Keynote speaker in conferences and seminars in IP, IT & Data
- / Lecturer and teaching assistant at Uni.Lu (*IT law contract & law methodology + contract law*)
- / Post-graduate Namur, UCLouvain (Belgium) and Geneva
- / Co-chief editor of the Luxembourg IP law journal *Jurisnews Propriété intellectuelle*
- / Keymember of the editorial board of the Luxembourg law journal *PINCode* (IP/TM/Data protection)

### INTELLECTUAL PROPERTY & IT

- / IP/IT attorney : trademark, copyright, domain name, commercial name, designs, database, software and patent issues
- / Advisory assistance : IP/IT due diligence, IP protection, review clearance searches, risks of infringement
- / Contractual drafting and negotiation (IP & IT) : assignment and licensing, co-existence agreements, non disclosure agreements
- / IP/IT litigator: infringement, unfair competition, IT contract breaches

### LIFE SCIENCE & PHARMA

- / Marketing, pricing and reimbursement advice
- / Compassionate use program
- / Market access responsibilities
- / Legal status of SPCs

### DISTRIBUTION, TRADE PRACTICES, E-COMMERCE

- / Commercial and distribution agreements, including franchising and agency
- / Trade practices and trade secrecy, unfair competition consumer protection, advertising : legal clearance, litigation and contract review
- / Internet and e-commerce : review general terms and conditions; compliance legislation distance contracts; e-signature; website legal compliance

### DATA PROTECTION & PRIVACY

- / GDPR compliance : due diligence, gap analysis, impact analysis
- / General advice: monitoring, data transfers, special categories of data, cookies, etc.
- / Contractual documentation and policies: controller to processor, joint controllership, privacy notices, etc.
- / Data breaches
- / Data retention obligations
- / Privacy and image rights : contracts and litigation

**Elisabeth GUISSART**

Avocat à la cour

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