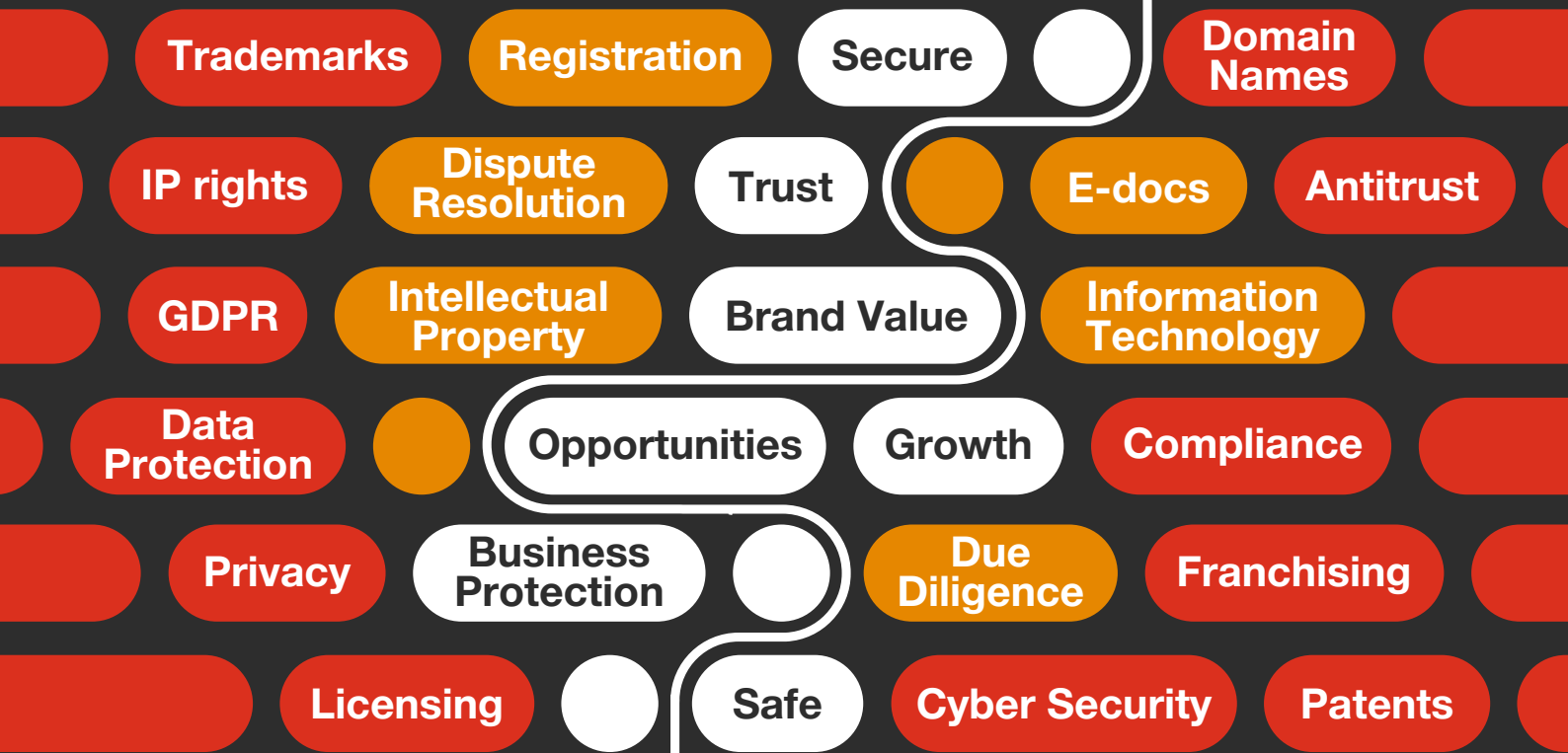


Intellectual property, information technology and data protection



The great minds think alike.
**The great brands work
with PwC**

I am Mariia Koval, Head of IP, IT and Data protection practice at PwC Legal in Ukraine, and we are here to help Ukrainian and international businesses effectively protect their Intellectual property so they can become **more competitive** and **grow on international markets**.



Mariia Koval

Head of IP, IT and Data protection practice, Attorney-at-law, WIPO domain name disputes Arbitrator

What we've learnt from our clients is that the failure to properly protect Intellectual property usually leads to outsized losses as the great brands are more than just trademarks and that ideas, expressed in some way, are some of the key and extremely expensive assets for every business.

We understand key business challenges and threats in a rapidly developing and changing world and we know how to protect the IP rights of our clients in the most efficient way, how to avoid the infringement of IP rights and how to protect your business in case of an infringement of your IP rights.

Our key recommendation is **TO PROTECT YOUR INTELLECTUAL PROPERTY AT ONCE**, do not leave a chance to third persons to steal or use it.

Do we have any recommendations regarding with whom to partner on managing and protecting your business' IP rights? Sure, we do!

In a world full of cyber threats and fake news, there is growing demand for **trust** and a **solid reputation** on the part of consulting companies that rise above the rest of a very crowded playing field. PwC is one such company that has been **building trust** and shielding businesses worldwide for over 170 years.

At PwC we made it into the **TOP 10** strongest brands worldwide, which is now worth over USD 20+ bn. It means we truly care about the outcome of all services we provide as PwC's brand reputation is at stake. We provide **warranty on all our services** and stand behind our solutions and their impact on our clients' business.

#INTRADISCIPLINARY COLLABORATION

the outcome for our clients is

#stronger and

#more effective

when we work
together



Our IP, IT and Data protection experts provide a comprehensive and holistic range of services to support you in the management and protection of your Intellectual property.

We work closely with our tax and advisory specialists to identify, value, structure, manage, protect, and optimise your Intellectual property from the commercial, legal and tax perspectives.





Intellectual property

IP strategy development and IP structuring

Developing a strategy for commercialisation and ensuring the appropriate level of safety of your IP assets, as well as selecting the optimal model of legal protection and proper use for these assets

IP contractual management

Managing contractual relationships with third parties by drafting and maintaining all IP-related contracts (namely, IP Transfer and Licensing, Franchising, Technology Transfer, Software Development agreements) through their lifecycle, providing contract templates and ensuring controlled access to existing contracts



IT

Electronic Document Workflow (EDW)

We develop cost reducing solutions for shifting to the paperless documents flow, including documents validation and processing, as well as automation. We advise and assist our clients in all legal and tax matters regarding the process of EDW implementation and its complete adoption.

IP portfolio audit

An IP portfolio audit is the first step towards managing business assets effectively. By conducting a regular and thorough analysis of our clients portfolio and the commercial utilisation of their assets, we identify risks and suggest pragmatic solutions

IP Due Diligence and clean-up

Assessing IP-related risks which may adversely impact your IP assets and business intentions. We assist our clients to mitigate the revealed risks by developing proper legal tools for handling their IP assets

IP registration

Assisting our clients in protecting all IP assets by their registration with the IP authorities in Ukraine and abroad (TMs, patents, copyright, geographical indications). Also, we represent right holders before the National Intellectual Property Office (NIPO) in relation to patent invalidation and the consideration of a trademark as well-known

IP disputes

Comprehensive support with disputes and litigation proceedings, including criminal investigations, by providing consulting, advising, handling information and documents necessary for the defence, as well as representing our clients before the courts and in administrative proceedings

Criminal prosecution

Assisting our clients in initiating and handling criminal proceedings against IP infringements

Electronic commerce (e-commerce)

In the process of launching and implementing e-commerce projects, businesses usually face a range of issues in order to comply with all legal requirements regarding online activity. We assist our clients with all legal issues with respect to e-commerce.

Unfair competition

Providing a full range of legal services to our clients with respect to compliance of the product labelling, advertising, and marketing of the products with the requirements of the laws on prohibition of unfair competition and misleading advertising, including representation before the Antimonopoly Committee of Ukraine in connection with unfair competition

Customs

Registration of IP objects in the Customs Register is one of the most effective ways to prevent and block counterfeit goods being imported into or exported from Ukraine.

Engage our team to:

- advise on any matters related to the registration of IP objects in the Customs Register
- audit all and any IP objects for the purpose of preventing and blocking counterfeit goods at Customs
- register relevant IP objects (trademark, industrial designs, inventions, geographical indications, copyright, plant varieties) in the Customs Register





Data protection

Data protection and GDPR gap analysis

Our team is a reputable and reliable adviser in the area of personal data protection, with considerable expertise and a comprehensive understanding of all the major issues involved.

Engage our team to:

- get a comprehensive gap analyses to assess existing processes and documents to identify gaps and potential risks related to personal data processing
- get advice on essential steps to undertake to bring the data related processes in compliance with the GDPR requirements
- elaborate and implement guidelines, road maps, data protection concepts, binding corporate rules, privacy notices, consents and general terms & conditions



Domain name disputes resolution, including under UDRP (Uniform Domain-Name Dispute-Resolution Policy) and UA-DRP procedures

Cybersquatters illegally took a domain name in the .ua and .com.ua zones using your trademark? It is possible not to go to court but use the alternative dispute resolution procedure within 60 days.

We represent trademark owners before the WIPO Arbitration and Mediation Center in relation to domain name disputes (non-judicial) under the Uniform Domain Name Dispute Resolution Policy (UDRP) with respect to all general top-level domains (.NET, .COM, .ORG, .EDU, etc.) and also for domains **.ua, .com.ua, kyiv.ua, kiev.ua, ivano-frankivsk.ua, if.ua, poltava.ua, pl.ua, uzhgorod.ua, uz.ua.**



Our centers of excellence

FMCG

There are many essential legal requirements with which the product labeling and packaging should be in compliance for being sold in Ukraine.

Engage our team to:

- get advice on labelling and packaging requirements
- conduct compliance audits for existing product portfolios
- get advice on advertising requirements, including comparative advertising matters
- get advice on the clearance of copyright and related rights with Collective Management Organisations

Technologies, innovations and start-ups

We have the relevant expertise to provide legal support in complex technology projects. Our legal solutions are always strongly business-focused and consider the distinctive features of company's products.

Engage our team to:

- conduct legal due diligence of rights to software and other IP assets used in technology
- prepare the documents to ensure that the customer obtains the rights to IT solutions developed by third-party contractors and employees
- get advice on licenses, IT and/or telecommunication contracts (technology, software, hardware, cloud computing and others)
- develop non-disclosure agreements (NDA) for developing technology and introducing a trade secret regime

TMT

TMT (Telecommunications, media and technology) is one of the fastest growing sectors. Companies that can quickly adapt to changes and turn them into opportunities will reap all the benefits.

Engage our team to:

- advise on information, advertising and media legislation
- develop documents for the protection of intangible assets on online projects
- get legal support of franchising in the media business
- structure contractual relationships in an online environment
- draft user agreements, policies and disclaimers



One of the most recognized teams on the market



Best Lawyers



WE ARE A **#COMMUNITY OF SOLVERS** COMBINING **#HUMAN INGENUITY**, **#EXPERIENCE** AND **#TECHNOLOGY INNOVATION** TO DELIVER **#SUSTAINED OUTCOMES** AND **#BUILD TRUST**

We bring our recognized experience, knowledge, skills and connected expertise to the table to help businesses discover the key issues they need to know to protect their business. When it comes to the quality and impact of our services the voice of our clients speaks best.



Contacts

75 Zhylyanska St.
01032, Kyiv, Ukraine
legal@ua.pwc.com
+380 44 354 04 04

legal.pwc.ua



Mariia Koval
Attorney-at-law,
Head of IP, IT and Data
protection practice, WIPO
domain name disputes Arbitrator

mariia.koval@pwc.com
Mobile: +380 67 446 0481



Alexey Katasonov
Attorney-at-law, Partner,
Attorneys Association
"PwC Legal
in Ukraine"

alexey.katasonov@pwc.com
Mobile: +380 50 546 7575

What do you value most about partnering with our IP, IT and Data Protection team?*

- You provide us with feeling of security with regard to being compliant 98%

- You are lawyers who think in terms of our business KPIs 94%
- You boost our business competitiveness 91%
- PwC is a global network, which means that for cross-border aspects we can get assistance in

almost any country across the globe 89%

- The mere fact that our business works with PwC Legal, in itself, is a stamp of approval of our business transparency and compliance and showing zero tolerance to controversial practices 82%

*opportunity to provide several answers

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 155 countries with over 284,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

© 2021 PwC. All rights reserved

