

CERHA HEMPEL

Tech and *Digitalization*

AUSTRIA

BULGARIA

CZECH REPUBLIC

HUNGARY

ROMANIA

SLOVAK REPUBLIC

SLOVENIA

Tech and Digitalization at CERHA HEMPEL:

What makes us special?

Tech and Digitalization as a progressive field of expertise within our traditional law firm.

CERHA HEMPEL is one of Austria's leading law firms, with an integrated practice in Central and Eastern Europe. With a team of roughly 200 lawyers, our team guarantees clients experience and expertise in all areas of corporate and commercial law with an ever growing focus on national and international IT and e-commerce projects of all kinds and sizes.

CERHA HEMPEL can look back on a long tradition of successfully advising clients around the world on business transactions, including legal due diligences, contract

negotiation and overall project management. We pride ourselves on our ability to efficiently guide our clients through the process of acquiring businesses as well as to successfully structure and implement legal transactions and projects of any size and nature. In the field of Tech & Digitalization, in particular, we assist start-ups during their development stage and advise tech companies around the world in relating IT and e-commerce matters, including data protection issues.

We represent our clients out of court, for instance in contract negotiations, and, if need be, we also enforce their interests in court.



Christoph Reiter



Christoph is an IT/TMT and restructuring partner with CERHA HEMPEL with over 10 years' experience, specializing in IT projects and restructuring cases, including transactional M&A work with a focus on both domestic and cross border projects. Another main focus of Christoph's practice is e-commerce, where he supports clients on all relating legal aspects under Austrian and EU law in and out of court. Christoph frequently speaks and writes on topics relating to insolvency, corporate and civil law.

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Armin Schwabl



Armin is a regulatory lawyer and a partner with CERHA HEMPEL. He advises clients on data protection and data security matters in various sectors, including the pharmaceutical, food, retail, telecommunication and information technology sector. Armin has long-standing experience as to the entire spectrum of privacy-related issues, including international data transfers, data subject requests, data breaches, the use of cookies and similar technologies and legitimate interest assessments, among other things.

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Alina Alavi Kia



Alina is an attorney at CERHA HEMPEL. Her practice areas include IP, unfair competition and media law with a strong focus on online trademark and anticompetitive infringements, IT-contracts and national/international domain grabbing matters. Furthermore, Alina advises tech startups regarding their trademark strategy, protection of their trade secrets and know-how. In addition, Alina regularly publishes on current case-law in these areas of law.

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Roman Heidinger



Roman is an attorney at CERHA HEMPEL. His focuses lays on software law, e-commerce law and IT-contracts. He also has an education in technology, which enables him to give advice in cases with a complicated technical background. In addition, Roman teaches IT and IP law at the University of Göttingen (Germany) and publishes regularly on these topics. Furthermore, he is co-organizer of the largest event on IT law in Austria.

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Boris Tremel



Boris is a senior associate at CERHA HEMPEL. Before joining the firm he spent more than ten years as an IT consultant and in software development. Thanks to his background and experience, he provides genuinely added-value advice to our clients, combining the legal perspective with a profound understanding of the practical challenges and needs of IT environments. Boris regularly teaches on topics of data privacy, data security and information technology.

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Marcus Luser



Marcus is a senior associate at CERHA HEMPEL. His practice includes start-ups, venture capital & private equity transactions as well as restructurings. He further handles IT projects, in particular IT contracts of all kinds, as well as e-commerce matters for national and international clients. Marcus worked inhouse as a seconded for a large Austrian retailer in his fields of expertise for almost 9 months.

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Hans Kristoferitsch



Hans has been with the firm for more than 15 years, and made partner in 2013. He established CERHA HEMPEL's data privacy practice and regularly advises national and international clients in all relating matters. Hans also heads CERHA HEMPEL's CEE privacy group. He frequently acts as a speaker on privacy related issues on conferences and seminars.

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Mark Krenn



Mark is a partner with CERHA HEMPEL and heads the firm's IP-Practice. He focuses on trademark and copyright matters, including advising in hightech M&A transactions. Another strong focus of his work relates to the area of real estate, where he advises international institutional investors and large domestic corporations in real estate investments in Austria and the CEE region, with a broad experience in setting-up international joint-ventures.

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Thomas Trettnak



Thomas is a Corporate M&A partner with CERHA HEMPEL since 2010. His practice includes start-ups, venture capital & private equity transactions with a tech und IT focus. He further handles restructuring mandates in Austria and CEE. Thomas is particularly renowned for cross-border matters, often for clients based in the US and the UK. He previously worked in-house in M&A for a listed European construction company, and also has transaction and legal project management experience.

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Rankings

Ranked as a top tier law firm by



Awards *in recent years*

Law Firm of the Year by

- JUVE
 - Chambers & Partners
 - IFLR
 - The Lawyer
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