

The Hogan Lovells logo consists of the company name in a serif font, with 'Hogan' on the top line and 'Lovells' on the bottom line, both in black text. The logo is contained within a solid yellow square.

Hogan
Lovells

Our Internet of Things capabilities

October 2016

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A legal practice
for the connected
economy

Internet of Things

Increasing connectivity through the Internet of Things (IoT) is changing how we live, see the world, and do business. These “things” – ranging from everyday devices to wearables, cars, medical equipment, machinery, and buildings – help organizations and consumers manage their lives in a smarter way. While the growth opportunities for companies are boundless, the IoT creates new demands around security and interoperability, posing novel challenges and legal risks.

A legal practice for a changing world, our IoT team offers a one-stop shop – from assistance on regulatory issues to privacy and cybersecurity, intellectual property, corporate matters, export control, product liability, public policy, and everything in between. We offer strategic, practical advice across industries and around the globe to help companies take their IoT ideas from the drawing board through implementation while safely navigating the increasingly complex and ever-changing connected economy.

Our team connects clients with the depth and breadth of experience necessary to tackle any technology, regulatory, and business issues the IoT brings.

View from the top

The expansive reach of the IoT and cutting edge legal issues mean you need an experienced team with depth and breadth. We help our clients solve issues so their business objectives can move forward. We routinely advise on:

- Data ownership and use rights
- Fintech offerings for retail banking and other financial services
- Changes to industrial manufacturing engendered by IoT
- Connected transportation technologies, including autonomous driving
- Smart meters and smart grids and their impact on smart cities and infrastructure
- Wearables

Areas of focus


- Communications
- Privacy / Cybersecurity
- Digital Health
- Connected Cars
- Unmanned Aircraft Systems / Aviation
- Intellectual Property
- Public Policy
- Product Liability
- International Trade and Investment /
- Export Control
- Government Contracts
- Corporate / M&A / Commercial
- Litigation / Arbitration
- Finance / Capital Markets / Private Equity



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“Exceptional service at competitive prices. They have a very deep bench and have a number of attorneys at different levels who can handle things.”

Chambers USA 2016

Our core practices

Corporate	Finance	Government Regulatory	Intellectual Property	Litigation, Arbitration and Employment
Commercial	Asset Finance	Antitrust, Competition and Economic Regulation	Copyrights	Administrative and Public Law
Corporate Governance	Banking	Aviation	Data Protection and Information Management	Alternative Dispute Resolution
Debt Capital Markets	Business Restructuring and Insolvency	Climate Change	Designs	Appellate
Equity Capital Markets	Debt Capital Markets	Education	Domain Names	Bribery, Corruption and Foreign Corrupt Practices Act Investigations
Executive Compensation, Employee Benefits and Share Incentives	Derivatives	Energy	False Advertising and Unfair Competition	Class Actions
Financial Institutions Group	Infrastructure, Energy, Resources and Projects	Environment	Internet and E-Commerce	Commercial Litigation
Mergers and Acquisitions	Islamic Finance	Food, Drug, Medical Device and Agriculture	IP in Commercial Transactions	Congressional Oversight and Investigations
Pensions	Leveraged and Acquisition Finance	Global Policy Advocacy	IP Litigation, Arbitration and Alternative Dispute Resolution	Electronic Discovery and Information Risk Management
Private Equity/Venture Capital	Public Finance	Government Contracts	Licensing and Technology Transfer	Employment
Real Estate	Real Estate Finance	Health	Media Litigation and Counseling	Environmental Litigation
REITs	Structured Finance	Immigration	Outsourcing	Financial Services Litigation
Tax	Trade and Export Finance	International Trade and Investment	Patents	Insurance Litigation
		Legislation and Political Law Compliance	Strategic Counseling and Portfolio Development	International Arbitration
		Privacy and Cybersecurity	Technology Contracts	Investigations, White Collar and Fraud
		Technology, Media and Telecoms	Trade Secrets and Confidential Know-How	IP Litigation, Arbitration and Alternative Dispute Resolution
		UK and EU Public Law and Policy	Trademarks and Brands	Life Sciences Enforcement
				Media Litigation and Counseling
				Privacy Litigation
				Product Liability
				Professional Liability
				Projects, Engineering and Construction
				Securities Litigation and Enforcement

Selected experience

Policy Matters

- Closely cooperating with Nest, a leading and highly innovative “smart home” company, for years. At every stage of the products’ life, we provide legal guidance on all regulatory and compliance aspects including but not limited to consumer law, privacy and environmental issues.
- Thanks to our deep understanding of the French regulations of electronic devices and videogames, we advised Oculus, a leading company in virtual reality, on the various existing requirements in relation to the launch on the French market of a new wearable consumer electronic product.
- Assisted Magic Leap, a Tech start-up, navigating the complex legal and regulatory framework that could have impacted the audio-visual immersive device it intended to launch on the European market.
- Advising Verizon on the applicability of Health Insurance Portability and Accountability Act (HIPAA) to a number of IoT products and services, including smart cities’ communications platforms and remote sensors that are being deployed in a variety of contexts.
- Assisting a global satellite communication service company with regulatory compliance

issues regarding a smart home connected alarm service.

- Successfully obtaining clearance for a number of wearable sensor technologies.
- Advised a number of clients on the classification and regulation of software for communication between medical devices and physicians’/patients’ smartphones and agendas.
- Providing public comments related to IoT industries and proposed regulation on behalf of various clients.
- Drafting and negotiating industry self-regulatory frameworks for IoT technologies, including the U.S. auto industry’s privacy principles.
- Advising a leading global platform on public policy issues related to privacy and data protection, including in connection with the IoT and facial recognition technology.
- Assisting MBUSA (Mercedes-Benz USA) on preparing a legal survey and feasibility study with respect to MBUSA’s MeConnect platform.

Privacy and Cybersecurity

- Advising French and non-French mobile, fixed, and Over-the-Top (OTT) providers on IoT, Machine-to-Machine (M2M) regulation, spectrum, interconnection, data

localization, cyber-security and privacy regulations.

- Advising a software company on privacy risks related to the inclusion of their data-collecting sensors into third-party IoT devices.
- Advising a software company providing an IoT analytics platform with advice on privacy compliance.
- Assisting a major auto manufacturer in the development and implementation of appropriate privacy and security measures for mobile applications that collect and process personal and geolocation information.
- Counseling an advanced technology company with significant government contracts on the handling of a cybersecurity breach involving International Traffic in Arms Regulations and Export Administration Regulations data.
- Advising several European companies in the healthcare sector on the anonymization of sensitive personal data, including the extent to which the anonymized data could be freely used and transferred.
- Advising companies of varying sizes, across industries and countries, on liability and risk management strategies, transactions with third-party service providers and business

partners, insurance coverage, licensing and certifications, regulatory approvals, and data security and protection.

- Advising a leading e-commerce and connected device platform on facial recognition and compliance risks tied to new state biometric privacy laws.
- Advised a multi-channel marketing company on privacy risks, operationalizing in-store sensor and beacon technology, and cross-device tracking to facilitate retail analytics across online and off-line channels.*
- Advising a media metrics council on privacy risks related to cross-device tracking and Smart TV analytics.
- Assisted a medical device company with drafting a privacy policy for connected migraine treatment device and smartphone app.*
- Advised a connected home surveillance company on privacy and data security issues in connection with sale to smart home technology company.*
- Advised a health kiosk and wearable tracker aggregation platform on privacy compliance.*

- Advised an athletics apparel company on privacy compliance for wearables and mobile apps.*

Emerging Technologies

- Providing assistance for startups and major global companies entering the dynamic unmanned aircraft systems marketplace.
- Advising major multinational companies on the use of biometric and other personal information for purposes of payment processing.
- Assisting major U.S. and European telecoms companies on licensing, telecommunications policy, interconnection, competition, and spectrum issues.

M&A and Commercial Agreements

- Assisting Wireless Registry on drafting a template form of Application Programming Interface (API) license agreement for users to register devices onto the Wireless Registry device tracking and analytics platform, and drafting and negotiating services agreements with customers.
- Advised Vodafone Global Enterprise Limited on its acquisition of Cobra Automotive

Technologies S.p.A. (Cobra). Cobra specializes in the telematics software that gathers and reports data from computer-controlled car systems such as steering and brakes.

- Performing privacy and security diligence requests and reviews, preparing due diligence memoranda, participating in management calls, and drafting privacy and security provisions in M&A transaction agreements for multinational companies acquiring or selling IoT businesses.
- Negotiating a contract for a major automobile manufacturer for its underlying connected car telecommunications service.

Investigations and Litigation

- Representing technology companies in investigations by regulatory agencies and state attorneys general.
- Litigating class action lawsuits arising from data breaches and tracking technologies.

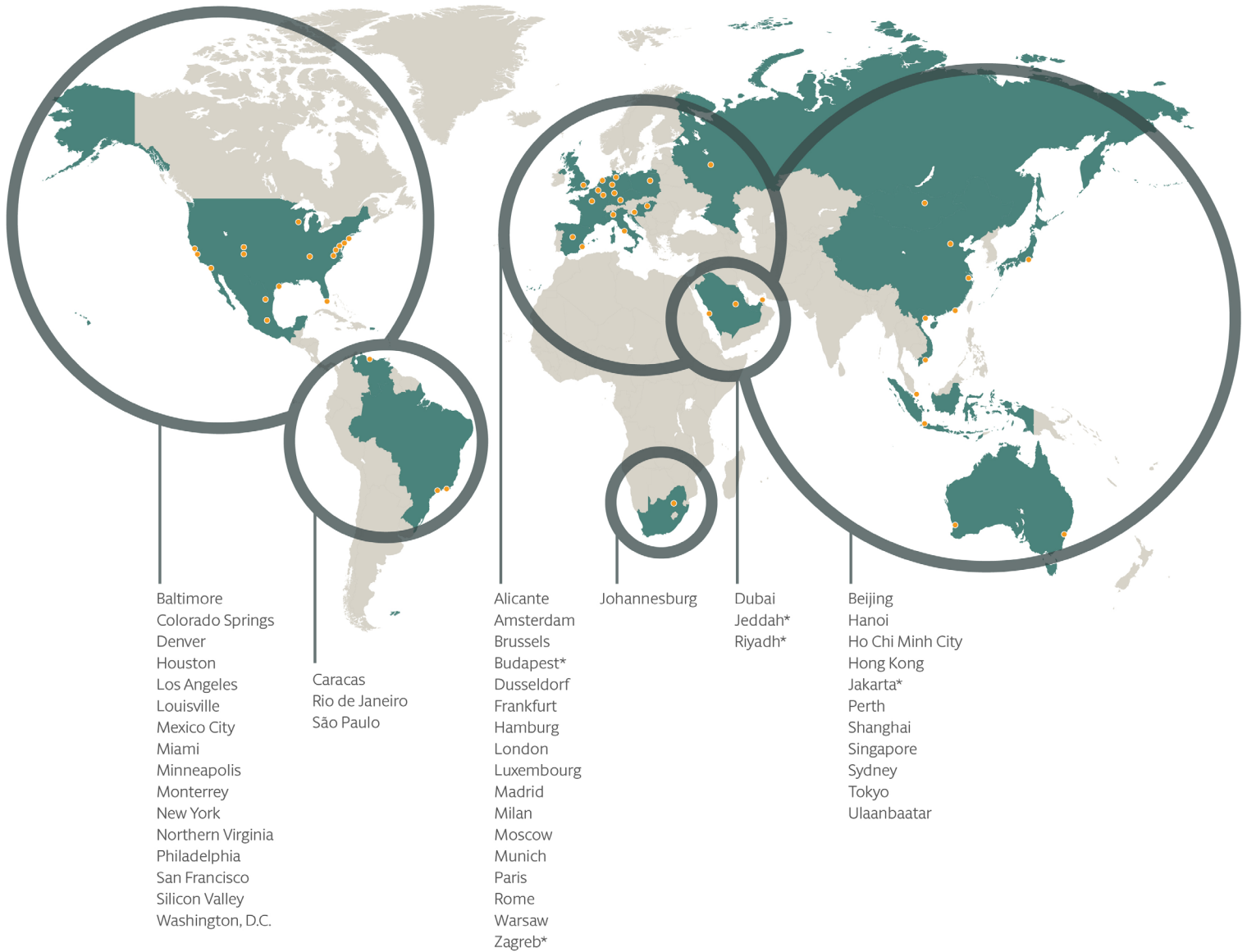
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“Excellent lawyers. They have the ability to step into our shoes and tell us what we should do at a practical level.”

Chambers Global

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Local roots, global reach



* Associated offices

An aerial photograph of a city street featuring a prominent white-striped crosswalk on a dark asphalt surface. Several pedestrians are captured in motion, crossing the street. The scene is illuminated by warm, golden light, likely from the sun being low in the sky, creating a soft glow in the upper left corner. A dark purple, semi-transparent geometric shape is positioned in the lower right corner, containing white text.

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Our offices

Associated offices

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