

Julia Gurieva

Counsel

Moscow

Biography

Being a multifunctional IP and commercial lawyer with 18 years of experience, senior associate Julia Gurieva focuses her practice at Hogan Lovells on various Regulatory and IPMT matters, including patent strategy, copyright advice, Life Sciences and TMT regulatory advice, personal data protection, transactional work, anti-counterfeit and IP protection advice, advertising regulations, know-how protection issues.

Julia closely works with international pharma manufacturers, worldwide medtech producers, global health care and cosmetics companies to resolve tough issues and protect and expand their business. Julia also is a member of the Working Group on Personal Data of Russian DPA.

Julia is an attorney-at-law, admitted to practice by the Moscow City Advocates' Chamber in 2009. Julia is recommended by the Legal 500 for IP work and recognised by the Best Lawyers as "Lawyer of the Year 2021" in the category "Information Technology Law" as well as recognised as a Rising star by Managing Intellectual Property in 2019-2021 and by The Legal 500 in 2021. Julia is also a visiting lecturer at the Higher School of Economics.

Representative experience

Advised a Russian joint venture between Russian state-owned telecom operator Rostelecom and Russian state-owned media conglomerate VGTRK on



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Languages

English
Russian

Practices

Commercial
Communications, Internet, and Media
Copyright
Domain Names
Intellectual Property
IT Law
Marketing and Advertising
Patents
Privacy and Cybersecurity

structuring and entering Pay TV market in Brazil and Mexico.

Advising leading alumina producer Rusal on patent licensing, know-how protection, transfer, and licensing in international joint venture project; extension of portfolio and development of strategy.

Advising LEGO on various IP matters in Russia including on protection of IP rights on the Internet, domain disputes and anti-counterfeit actions.

Advising NBC Universal on various TMT specific regulatory issues, advertising and age rating issues.

Advising Rusal, one of the world's major producers of alumina, on patent licensing and know-how protection, transferring PCT applications of the client to the national stages in various countries.

Advising Sberbank on personal data and banking secrecy processing and protection issues in 14 jurisdictions.

Representing Novomatic, leading global gaming company, in criminal proceedings against copyright violators, advising on copyright protection strategy and termination of infringements on the Internet.

Awards and rankings

- Intellectual Property, *Legal 500 EMEA*, 2021

Latest thinking and events

- News
 - Russian personal data law amended to address publicly available data and fines
- Published Works
 - 2021 Chambers Global Practice Guide in Life Sciences *Chambers Global Practice Guide*
- Press Releases
 - Hogan Lovells advises Netflix on its partnership with Russia's National Media Group
- News
 - Getting The Deal Through: Automotive 2020

Trade Secrets and Confidential Know-how

Trademarks and Brands

Technology Litigation

IP Litigation, Arbitration, and Alternative Dispute Resolution

Industries

Consumer

Automotive

Technology and Telecoms

Life Sciences and Health Care

Areas of focus

IP Rights in Transactions

Broadband, Internet, and E-commerce

Networks and Platforms

Consumer Protection and Privacy

Technology Contracts

Advertising and Copy Clearance

Content Licensing, Distribution, and Carriage

IP Licensing, Commercialization, and Technology Transfer

Strategic Counseling and Portfolio Development

Media and Entertainment Litigation

False Advertising and Unfair Competition

Pharmaceuticals and Biotechnology

Education and admissions

- Insights
 - Russia: Pre-installed Russian software - mandatory from 2021?
- News
 - Russia update: Law increasing fines for violation of data protection laws comes into force

Education

Attorney-at-Law, Moscow City
Advocates' Chamber, 2009

Law Degree, The Higher School of
Economics, 2007
