

Alla Gorbushina

Senior Associate

Moscow

Biography

Alla Gorbushina has extensive experience in advising on all aspects of privacy and cybersecurity issues. She works closely with both in-house and outside counsels and IT service providers to effectively deliver projects in the privacy field, including, conducting legal audits of all business processes for compliance with Russian regulations, advising on data transfer strategies, and representing the clients before Russian Data Protection Authority during planned and ad-hoc inspections.

Alla also focuses on transactions involving intellectual property and information technology, including, licensing, franchising, and others, helping the clients to anticipate and resolve issues that may arise in course of such transactions. She combines her IP transactional skills with a deep knowledge on a wide range of TMT matters, including TMT regulatory issues, e-commerce, marketing and advertising issues, and consumer protection.

Alla regularly advises as well on all aspects of contentious and non-contentious IP matters, particularly in the areas of enforcement of copyright, rights to trademarks and trade secrets, protection of confidential information, and domain name disputes.

Alla has worked with both local and international clients across a variety of industries, in particular,



Phone

+7 495 933 3000 232

Fax

+7 495 933 3001

Email

alla.gorbushina@hoganlovells.com

Languages

English
Russian
Spanish

Practices

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

automotive, consumer, media and entertainment, pharmaceutical, telecommunications, e-commerce, machinery and finance, IT, and software.

Alla also has experience acting as in-house legal counsel being seconded to a Moscow office of one of the major e-commerce companies.

Representative experience

Conducting personal data audit of the Moscow office of one of the major pharmaceutical companies, successfully representing the client during planned inspection of the Russian DPA

Advising one of the major online booking companies on various privacy matters, including, on data localization and cross-border data transfers

Conducting personal data compliance audit for Moscow office of US multinational health care company

Representing Moscow office of one of the largest manufacturers of medical equipment during unplanned inspection of the Russian DPA

Advising international e-commerce platform on recovering of infringing third party domain names and termination of online trademark infringements, as well as e-commerce and advertising regulations

Advising one of the largest toy manufacturers on enforcement of rights to trademarks and copyright in Russia and CIS countries, including representing the client before police and customs authorities

Advising rep offices of US-based clinical trials' company on bringing its processes in compliance with Russian data protection laws

Advising major online payments system on various personal data protection issues, including data localization rules

Trade Secrets and Confidential Know-how

Trademarks and Brands

Industries

Technology & Telecoms

Consumer

Life Sciences and Health Care

Automotive

Sports, Media & Entertainment

Areas of focus

Privacy and Cybersecurity Public Policy Counseling and Advocacy

IP Rights in Transactions

Health Privacy and Cybersecurity

FinTech

False Advertising and Unfair Competition

Breach Preparedness, Response, Investigation, and Comms

Broadband, Internet, and E-commerce

Infrastructure and Equipment

Communications Compliance and Enforcement

Content Licensing, Distribution, and Carriage

Consumer Protection and Privacy

Networks and Platforms

Telecommunications and Wireline

Advising international cosmetic company on
intra-group IP restructuring in Russia and CIS countries
and completing IP transfer

Education and admissions

Education

The Higher School of Economics,
With honors, 2010
