

## Roland Novozhilov

Associate

Moscow

### Biography

Roland Novozhilov has over 13 years of experience in intellectual property, technology, media and telecommunications, major transactions, and other projects related to copyright and neighboring rights, trademarks, know-how, media, and information technology. Roland's vast background includes working as external counsel in the intellectual property, media and technology practices of the world's leading law firms, as well as internal counsel, head of intellectual property department, and head of legal department at well-known international and Russian corporations.

Roland started his professional career with one of the Magic Circle law firms in 2006, and since that he has been directly involved in complex legal support of local and cross-border transactions related to various intellectual property rights.

He has also acquired extensive experience in development and implementation of strategies for the protection and management of intellectual property of companies and holdings; in M&A and JV transactions with a significant predominance of intangible assets; as well as in legal support of production, monetization, and further distribution of rights for various types of media content in different environments, including Internet, cinema, TV and sports broadcasting.



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### Practices

Antitrust and Competition

Commercial

Complex Contracting

Copyright

Designs

Domain Names

Intellectual Property

IT Law

Marketing and Advertising

Patents

Privacy and Cybersecurity

Trade Secrets and Confidential  
Know-how

## Representative experience

Advising a renowned international multimedia platform on various types of questionable content which may cause official website blocking by Russian authorities.

Assisting one of the largest Russian banks with a package deal related to original and modified software required for development of a unique cross-banking IT platform.

Advising a major Russian oil and gas company on intellectual property rights related to artificial intelligence, virtual and augmented reality technologies.

Assisting a prominent Russian public-private partnership on legal implementation of a complex IT infrastructure used for a global FMCG marking system in Russia and CIS.

## Latest thinking and events

- Hogan Lovells Publications
  - A Turning Point for Tech – Global survey on digital regulation
- News
  - Russia CIS: 2019 Chambers Global Practice Guide in Technology, Media, and Telecoms
- Published Works
  - 2019 Chambers Global Practice Guide in Technology, Media, and Telecoms

Trademarks and Brands

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## Industries

Sports, Media & Entertainment

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## Areas of focus

Advertising and Copy Clearance

Broadband, Internet, and E-commerce

Consumer Protection and Privacy

Content Licensing, Distribution, and Carriage

Data Protection

E-discovery and Information Management

False Advertising and Unfair Competition

Fashion and Luxury Brands

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Legislation

Networks and Platforms

Regular Contracts and Business Issues

Technology Contracts

Technology Transfer, Deemed Exports, and University Based Fundamental Research

Telecommunications and Wireline

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## Education and

## admissions

### Education

LegalTech Director, Kutafin Moscow  
State Law University, 2018

Law degree, with honors,  
Lomonosov Moscow State  
University, 2007

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