



Elisabeth Guissart

DRIVEN IP, IT & DATA EXPERT AND LITIGATOR PRAGMATIC, SHARP, COMMITTED.

- Attorney registered with the Luxembourg bar (2006)
- 20y experience: former senior associate of Luxembourg IP/TMT practice at Allen & Overy Luxembourg & litigator at a local highly reputable law firm), /c law partner since 2017
- Works with public entities, international clients and institutions, local companies and SME's
- Fluent in French and English; passive knowledge Luxembourgish
- Part-time lecturer at University of Luxembourg (Uni.lu) – contract law (2008-2011), IP/IT/data law (2018-2020) & sources and methodology of law (since 2020)
- Regular speaker in conferences & events in IP, IT & Data
- "Magna cum laude" graduate of Universities of Namur, Louvain-la-Neuve (Belgium) and Geneva (Switzerland)

PROFESSIONAL INVOLVEMENT

- Member of the editor committee of PINCODE (Luxembourg correspondant), IP/IT/GDPR
- Former o-chief editor and co-creator of Jurisnews 'Droit de la propriété intellectuelle (Larcier), first Luxembourg legal journal dedicated to IP
- Member of the Luxembourg Chapter of the International Association for the Protection of Intellectual Property (AIPPI)
- Member of the IP/IT working committee of the Luxembourg bar

RANKINGS, RECOGNITION AND CLIENT TESTIMONIALS

- Ranked in Band 3 by Chambers Europe and as a next-gen partner by Legal 500.

/c law

ELISABETH GUISSEART

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**DRIVEN IP, IT & DATA EXPERT AND LITIGATOR
PRAGMATIC, SHARP, COMMITTED.**

EXPERTISE

• GDPR & Data

- Strategic advisor on data protection for a wide range of local and international clients across sectors – including public sector, banking, insurance, healthcare, nonprofits, startups, industry and multinational corporations
- Serving as litigation counsel for the Luxembourg CNPD before administrative courts
- Lead drafter of Luxembourg's first GDPR national code of conduct (art. 40 GDPR) for the interim workforce sector
- External Data Protection Officer (DPO) to various public authorities.
- Advisor to Luxembourg public authorities on strategic personal and non-personal data-related projects and initiatives
- Built practical GDPR compliance solutions for SMEs, combining accessibility, efficiency, and a risk-oriented methodology and pragmatic GDPR implementation
- Author of the articles « Le risque pénal du banquier en matière de protection des données personnelles », in C. BOURIN et J.-L. PUTZ (sous coord.), *Le risque pénal du banquier*, Anthemis, Bruxelles, 2020, pp. 237 – 291; « Profilage : La segmentation jusque dans le régime du RGPD » (with J.-F. HENROTTE), RPIN, 2020/05, pp. 10-18

• IP/IT

- Market leading (tier 3 / next gen.) IP/IT attorney: trademark, copyright, domain name, commercial name, designs, database, software issues
- Advisory assistance : IP/IT due diligence, IP protection, review clearance searches, risks of infringement
- Contractual drafting and negotiation (IP & IT) : assignment and licensing, co-existence agreements, NDAs
- IP/IT litigator: infringement, unfair competition, IT contract breaches
- Legal advisor to artists, creative industry professionals, and public cultural bodies.

• Distribution, e-commerce and product compliance

- Commercial and distribution agreements, franchising and agency
- Internet and e-commerce : general terms and conditions, website and e-commerce legal compliance, domain name issues, phishing, harassment, online IP infringement
- Labelling and product compliance, food law, product liability issues

• Trade practices, advertising, and image rights

- Trade practices, unfair competition, consumer protection
- Advertising, marketing and media : legal clearance, litigation and contract review; sponsorship; interplay with intellectual property
- Image and personal rights
- Trade secrets

• Life sciences and pharma

- Regulatory advice, compliance and approvals : marketing authorizations and market access, pricing & reimbursement, HCP obligations, medical devices, advertising, labelling, clinical trials, compassionate use program

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