



## Dr. Alesch Staehelin

Partner

Attorney at Law  
LL.M. (UCLA)

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## Expertise

Alesch Staehelin is a counsel, dealmaker, negotiator and mediator specializing in **IT/IP, data & media**. His focus is on drafting all types of IT contracts (outsourcing, cloud, hosting, integration, licensing, telecoms, etc.), negotiating & closing complex and time-sensitive (cross-border) tech deals (particularly in regulated industries), new laws affecting digital transformation (GDPR, Swiss Data Protection Act, EU Copyright Directive, etc.), legal aspects of emerging technologies (AI, IoT, big data, medtech, legaltech, fintech, blockchain, VR/AR, etc.), handling cybersecurity incidents, mediating troubled projects and conducting legal proceedings. Alesch's further fields of legal expertise are **unfair competition, antitrust** and **compliance**.

As a **former senior in-house counsel (11 years at IBM in various international lead positions)**, Alesch speaks his clients' language and understands their exact needs – drafting, negotiating & closing, rendering general legal advice, developing business & compliance strategies, etc. Clients making deals with large tech companies benefit from Alesch's deep knowledge of the structures, specific standards and internal decision-making processes of such companies and from his extensive personal network.

For some of his clients (e.g., for a leading Swiss bank and for several SMEs and startups), Alesch acts not only as an external counsel in selected areas but also as their **Digital Lawyer & Counsel (DLC)<sup>®</sup>**. **External legal department** for all issues affecting a modern company, **legaltech advisor**, **external data protection officer (DPO)** and/or **external compliance officer (incl. competition law matters)**.

## Selected Publications

- Nach Projektabschluss: Was ist erlaubt? Computerworld, August 2020, 14 et seq.
- Responsible AI: A Global Policy Framework (co-author), 2019
- Licensing, Litigation, and Negotiation Strategies in the (Information) Technology Industry, in: ZEILER/ZOJER (eds.): Resolving IP Disputes, 2018, 69 et seqq.
- Und jetzt? Massnahmen bei Cyberangriffen, Computerworld, November 2018, 35
- Commentary on arts. 41-50 and 62 TRIPS, in: COTTIER/VÉRON (eds.), Concise International and European IP Law, 3<sup>rd</sup> ed. 2015 (Kluwer Law International)
- Rechtliche Aspekte der Musikindustrie, in: ARTER/JÖRG (eds.), Entertainment Law, 2006, 29 et seqq. (Stämpfli)

- Suche nach billigen Aids-Medikamenten, NZZ no. 178, 4./5.8.2001, 21 (= Jusletter, 19.11.2001); winner of the „WIPOUT“ award (international IP contest)
- Technologietransfer an den schweizerischen Hochschulen, GRUR Int. 1999, 219 et seqq. (co-authored with MARTIN J. LUTZ)
- Das TRIPs-Abkommen. Immaterialgüterrechte im Licht der globalisierten Handelspolitik, 2<sup>nd</sup> ed. 1999 (Stämpfli)
- Auf dem Weg zu neuen Ufern im Immaterialgüterrecht, NZZ no. 99, 30.4.1997, 23

## Practice Areas

- **IT law** (dealmaking, drafting, negotiating, closing, mediating, rendering tech related legal advice, etc.)
- **Data & information** (privacy, security, governance, commercialization): Swiss & EU data protection law
- **IP** (copyright, marks, etc.) and **unfair competition law**
- **eHealth law** (medtech, digital/smart health, etc.)
- **Media & entertainment** (music, film, TV, sports, etc.)
- **Antitrust/cartel law; compliance**

## Education

2002	LL.M. (Entertainment Law)	University of California, Los Angeles (UCLA)
2000	Admission to the Zurich bar	Admitted to all Swiss courts
1996	Dr. iur. (IP Law)	University of Zurich
1994	lic. iur.	University of Zurich
1991	Political Science & Music	City University of New York

## Other Positions

2008-2018	Lead Counsel, IBM, Zurich
2004-2007	Senior Associate, Froriep, Zurich
2002-2003	Senior Associate, Bär & Karrer, Zurich
1997-2001	Associate, Lenz & Staehelin, Zurich
1997	Junior Editor (Foreign Affairs), NZZ, Zurich
1995	Scientific Assistant, University of Zurich
1994-1997	Junior Editor, Handelszeitung, Zurich/Brussels