

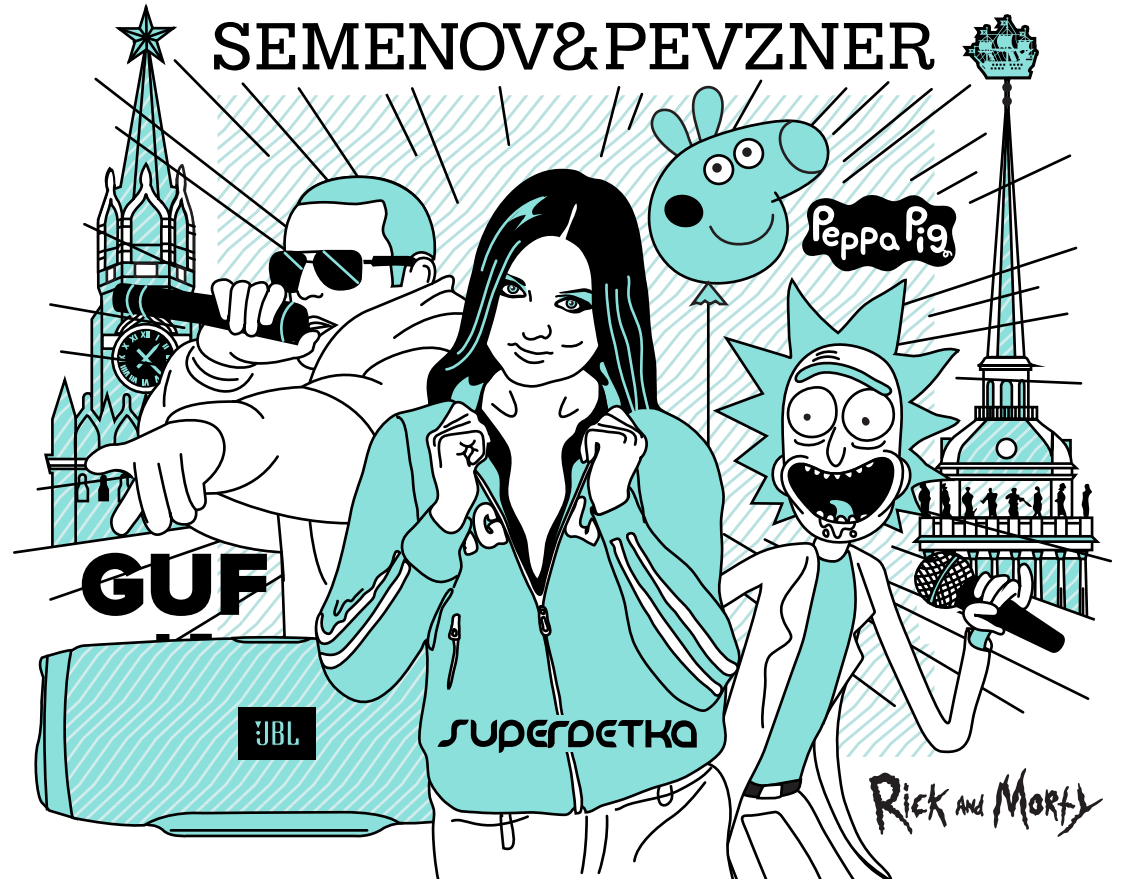


**SEMENOV
& PEVZNER**
LAW FIRM

INTELLECTUAL PROPERTY PRACTICE

ABOUT US

Semenov & Pevzner is a cutting-edge law firm with offices in **Moscow** and **Saint Petersburg**. We owe this reputation to our energetic team of exceptionally knowledgeable and skilful lawyers, trusted by individual clients and global corporations alike. To help your business grow we devise and offer solutions that are as reliable as they are creative.

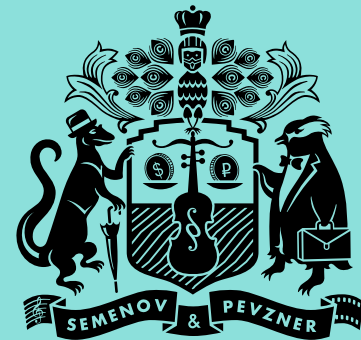




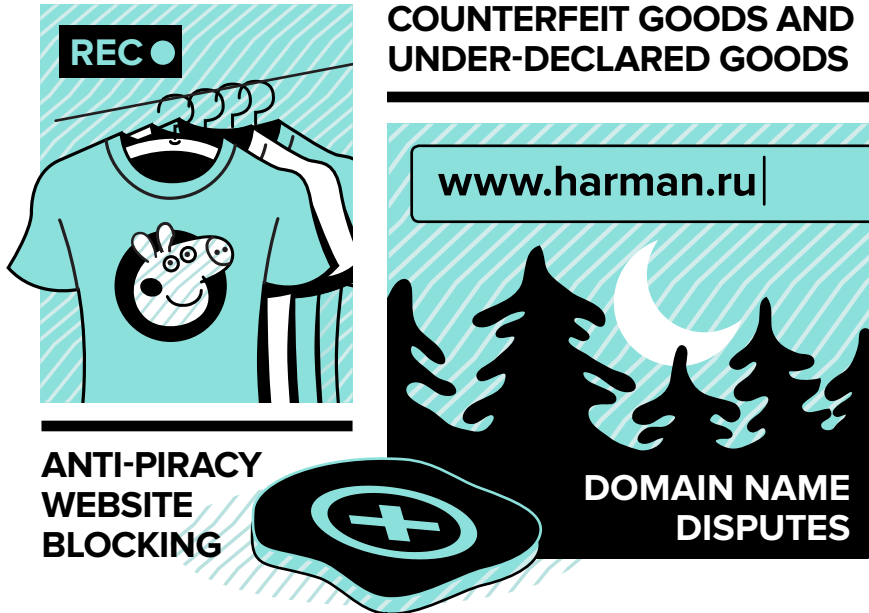
Semenov & Pevzner does not stop at delivering high-quality legal advice and representation: we constantly monitor the ever-changing business and regulatory landscapes to provide better care for **our clients'** needs.

30↑

**SEMENOV & PEVZNER IS FEATURED
IN PRAVO-300 RANKING AMONG
THE TOP 30 RUSSIAN LAW FIRMS
IN INTELLECTUAL PROPERTY
CATEGORY**



OUR SERVICES



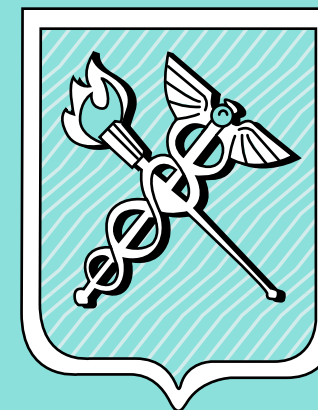
- Combating the counterfeiting and under-declared import of goods, both online and offline
- Combating infringing content online
- Intellectual property dispute resolution
- Domain name dispute resolution
- Contract drafting and advising on intellectual property-related matters

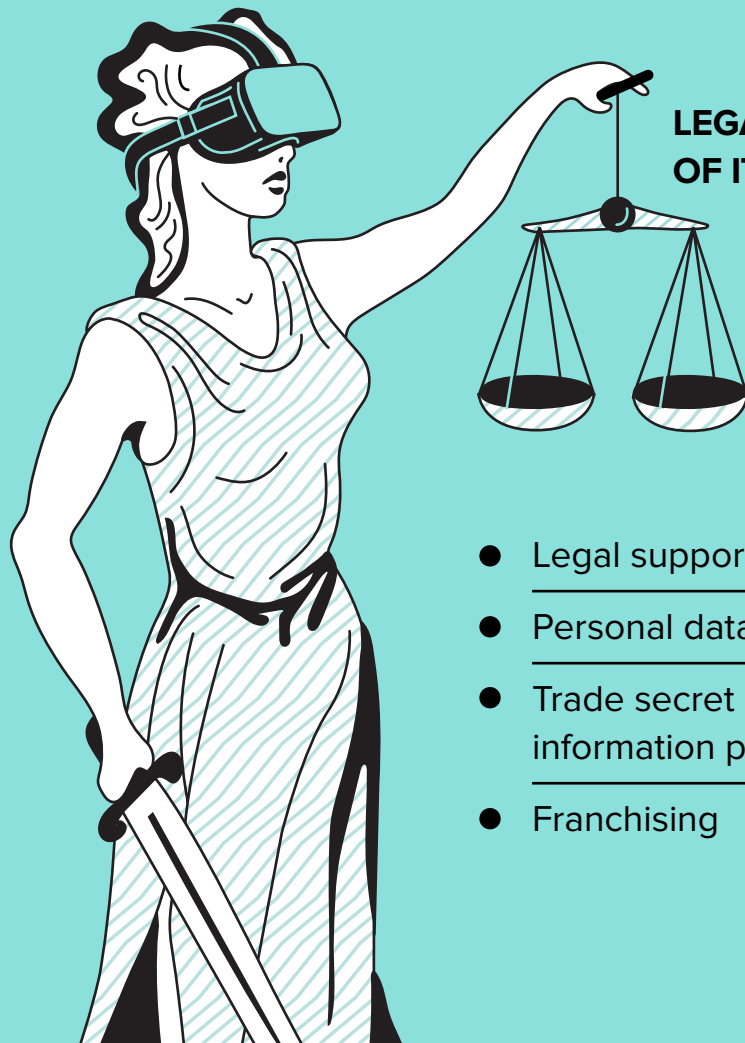
- Registration of intellectual property rights
- Registration of intellectual property objects with the Customs Intellectual Property Registry
- Representation in the Chamber of Patent Disputes
- Representation in the Federal Antimonopoly Service
- Legal audit of intellectual property assets
- Intellectual property appraisal services



**REGISTRATION WITH THE
CUSTOMS REGISTRY**

**REPRESENTATION
IN THE FEDERAL
ANTIMONOPOLY SERVICE**





LEGAL SUPPORT OF IT-PROJECTS

- Legal support of IT-projects
- Personal data protection
- Trade secret and confidential information protection
- Franchising



PERSONAL DATA PROTECTION

COMBATING COUNTERFEIT AND UNDERDECLARED IMPORT (OFFLINE & ONLINE)

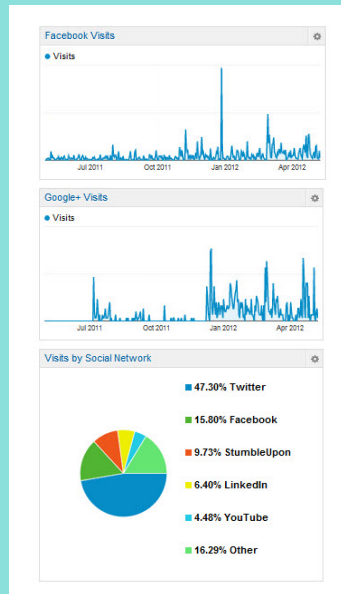


- marketplace monitoring and detection of counterfeit and under-declared goods
- uncovering counterfeit and under-declared goods supply chains directed at Russia and other territories of the Eurasian Economic Union
- uncovering of counterfeit manufacturers and wholesale suppliers
- video-surveilled test purchasing, both retail and wholesale



- drafting of civil action complaints and full litigation support, including appeal and enforcement proceedings
- drafting of complaints to law enforcement agencies
- full legal support in administrative and criminal proceedings
- coordination of police raids and raids carried out by the Federal Customs Service and the Federal Service for the Oversight of Consumer Protection and Welfare

SPECIALISED BRAND MONITORING SOFTWARE FOR SOCIAL NETWORKS AND SEARCH ENGINES



- stopping the import of counterfeit and under-declared goods into Russia, other territories of the Eurasian Economic Union, and Ukraine
- legal assistance in administrative proceedings against importers of counterfeit and under-declared goods
- conducting training sessions on counterfeit detection for law enforcement agencies
- detection and removal of counterfeit and under-declared goods on the Internet through specialised software that monitors social networks, marketplaces, and search results 24/7
- PR-support of anti-counterfeit events



Semenov&Pevzner have built a large network of trusted agents all over Russia and abroad



OUR STATS

- over **5,000** of won civil cases
- over **3,000** out-of-court settlements
- over **100** of successful administrative proceedings
- over **₺250,000,000** (circa **£3m / €3.5m**) of awarded damages
- over **500,000** items of seized and destroyed counterfeit goods
- over **100,000** disabled web links to counterfeit goods

DAMAGES AWARDED

> **500 000**
COUNTERFEIT ITEMS
DESTROYED



> **250 000 000 ₺**



Some of the brands that are kept safe by Semenov&Pevzner

- Tatty Teddy (Me to You)

- Peppa Pig

- PJ Masks

- Angry Birds

- Ben10

- Rick and Morty

- Adventure Time

- Talking Tom and Friends

- Super Wings

- Cut the Rope

- JBL/Harman



Head of the practice
ROMAN PCHELINTSEV

Roman has over 200 litigation victories to his name. Member of the **Association of Lawyers of Russia**, member of **SUDEXPO**, the Chamber of judicial experts named after Y. G. Korukhov.

COMBATING INFRINGING CONTENT ONLINE

As part of this practice **Semenov&Pevzner** offer the following services

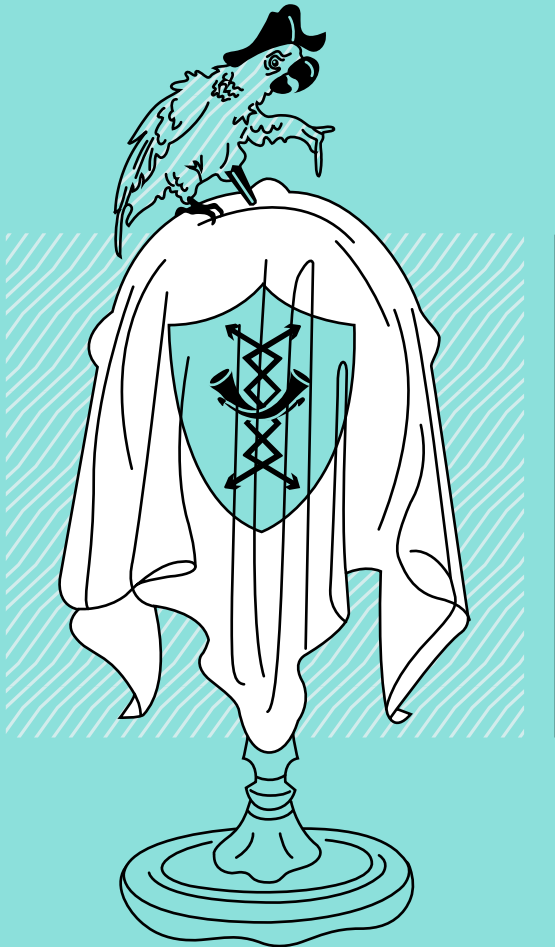
- detection of infringing websites

- out-of-court removal of infringing content, in particular from social networks and UGC platforms

- out-of-court removal of infringing content from mobile apps

- removal of links to infringing content from search results





- injunctive 15 day blocking of infringing websites
- drafting of complaints seeking permanent blocking and full litigation support, including appeal and enforcement proceedings
- blocking of 'mirror' sites through administrative proceedings via the Ministry of digital development
- blocking of illegal sharing hubs, where purchases of content or access are crowdfunded
- blocking of mobile apps

OUR STATS

- over **1,000** site-blocks
- over **650** mobile apps blocked
- over **30** Internet platforms with legalised content
- over **₱50,000,000** (circa **£600k / €700k**) collected in licence fees
- lawsuits against **Rutracker, Telegram, Coub, Sci-Hub, Libgen, and Zaycev.net**

LICENCE FEES COLLECTED

> **1000**

SITE-BLOCKS

LAWSUITS AGAINST



rutracker.org



SCI-HUB

> **50 000 000 ₱**



Semenov&Pevzner ensures the protection of the content owned by

- Universal Music Russia
- Sony Music Russia
- Warner Music Russia
- Entertainment One UK Limited
- Columbia Pictures
- Paramount Pictures
- Universal Pictures
- Elsevier
- Springer Nature
- Ivi.ru
- Amediateka



Head of the practice
EKATERINA KALINICHEVA

Russian State Academy of Intellectual Property graduate (with honours) and member of the Association of Lawyers of Russia, Ekaterina has also been awarded a certificate of the **World Intellectual Property Organisation**. Before joining **Semenov&Pevzner** she was the head of Copyright Desk at the **Russian Authors' Society**. Ekaterina has co-authored the online course entitled 'Copyright: from Theory to Practice'.

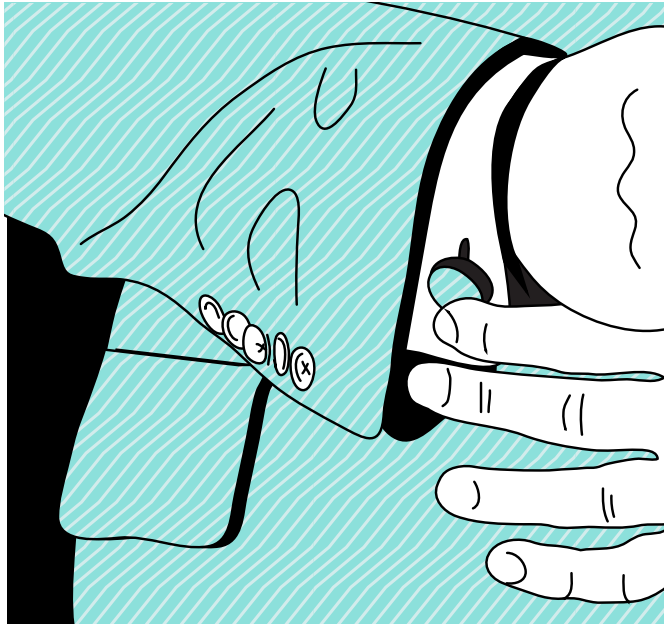
INTELLECTUAL PROPERTY DISPUTE RESOLUTION



As part of this practice **Semenov&Pevzner** offer the following services

- full support of out-of-court settlement process, including the preparation and filing of letters of claims, handling of correspondence, participation in phone conferences, negotiation, and drafting of settlement agreements
- appraisal of legal risks and evaluation of the merits of potential lawsuits





- compilation of relevant court decisions
- representation in civil proceedings heard in courts of general jurisdiction and commercial courts
- assistance with domain name dispute resolution, including injunctive domain name seizure
- representation in arbitration proceedings
- representation in enforcement proceedings
- representation in the Federal Antimonopoly Service
- full legal support in administrative proceedings
- full legal support in criminal proceedings

OUR RECENT EXPERIENCE HIGHLIGHTS

- **Universal Music and Warner Music vs. VKontakte**

The **Semenov&Pevzner** team represented major record labels in the landmark case against Russia's largest social network '**V Kontakte**' that was illegally making available music recordings. Following the appeal stage of the proceedings '**V Kontakte**' settled and legalised its music service

SETTLEMENT WITH VK.COM AND LEGALISATION OF THE NETWORK'S MUSIC SERVICE

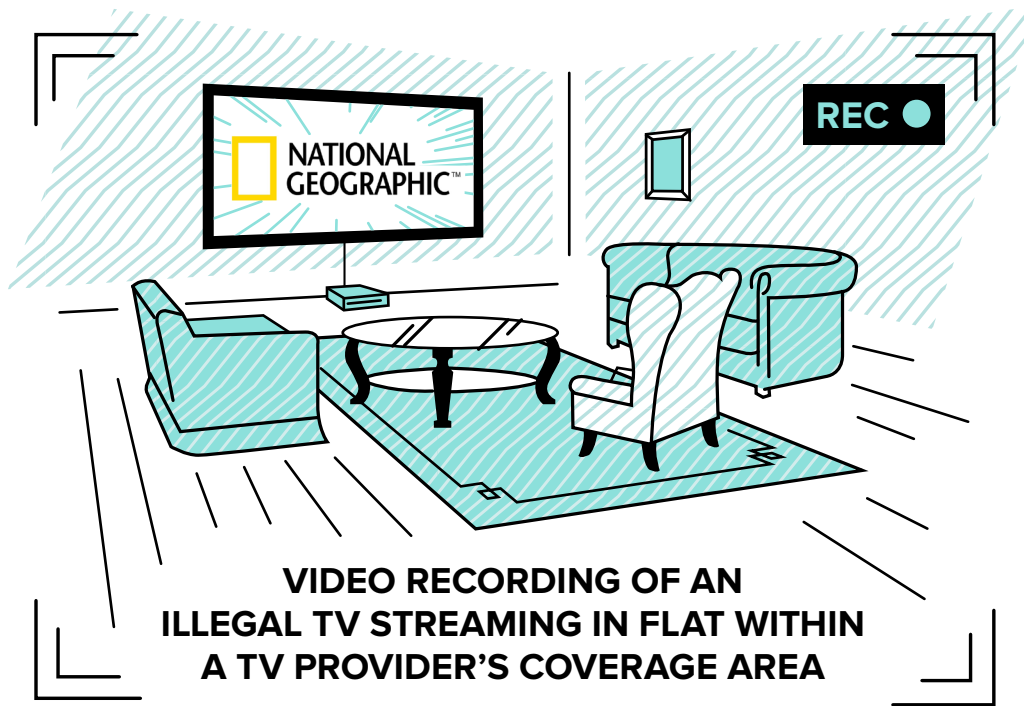


ILLEGAL MUSIC STREAMING SERVICE ON VK.COM

A screenshot of the VK music service interface on a mobile device. The screen shows a 'Плейлисты' (Playlists) section with several album covers and titles, including 'Новинки весны', 'OST La La Land', and 'Automator'. Below this, there is a 'Перемещать все' (Move all) button and a list of songs with their respective artists and album covers, such as 'Shape of You' by Ed Sheeran, 'Safe and Sound' by Justice, 'Ride' by Twenty one pilots, 'Впусти музыку' by Елка, and 'Где нас нет' by Похуман.

Теперь всё по-взрослому

Любимая музыка, чистый дизайн, обложки альбомов, плейлисты и улучшенные рекомендации — это новая Музыка ВКонтакте.



● FOX v Cable TV providers

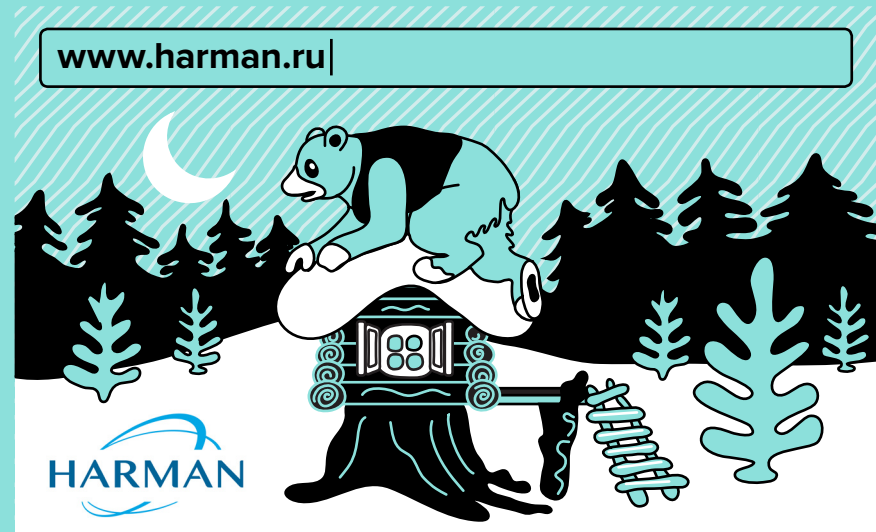
The **Semenov&Pevzner** team represented **FOX** in a lawsuit against Russia's regional cable TV providers relating to their illegal re-broadcasting of **Fox** and **National Geographic TV** channels. While piracy on provincial cable channels is rampant, lawsuits are rare: the cost of collecting evidence in an operator's coverage area often outweighs potential damages. Our lawyers have found a comprehensive solution, resulting in court-ordered damages of **750,000** (circa **£9,000 / €10,000**), payable by the cable operators to **FOX**.

**DAMAGES
AWARDED**

750 000 ₺

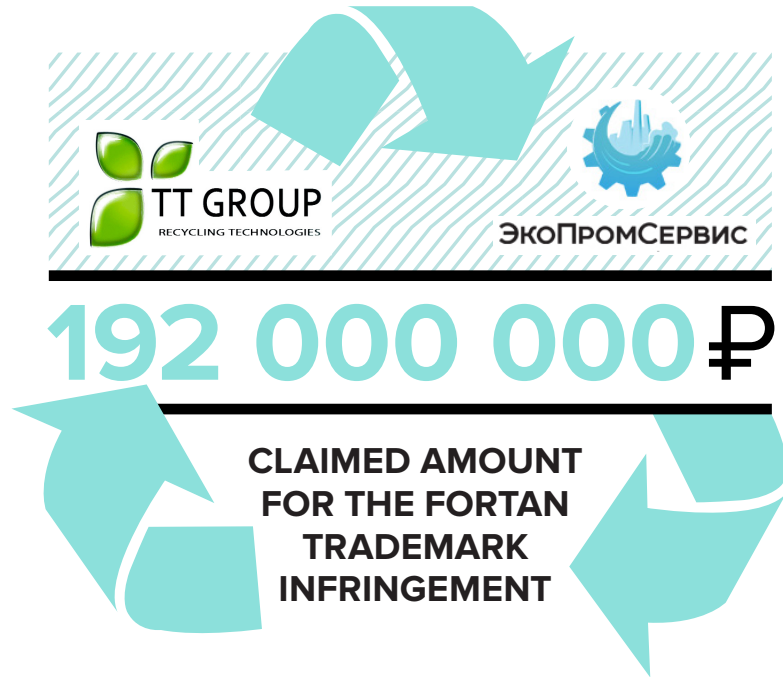
- **Harman v Cybersquatter**

The **Semenov&Pevzner** team represented **Harman International Industries** Incorporated, the brand owner of **JBL** and the maker of portable speakers and earphones, in a lawsuit against a cyber-squatter who had illegally registered the domain name **harman.ru**. Having won in court, **Harman** took over the domain name and was awarded **₱500,000** (circa **£6,000 / €7,000**) in damages



**COURT-ORDERED
DAMAGES**

500 000 ₱



CLAIMED AMOUNT
DECREASED TO

0 ₺

● TT GROUP v Ecompomservice

Ecompomservice, a major recycling equipment manufacturer, approached us in connection with a nearly **₺200 million** (circa **£2,3 million / €2,6 million**) trademark infringement claim it had received from a competitor. Semenov&Pevzner appealed against the court of first instance award of **₺200,000** in damages, reducing the damages to nil. The trademark in question was subsequently cancelled

- **Asmodee Group v Cosmodrome**

At the end of the year 2017

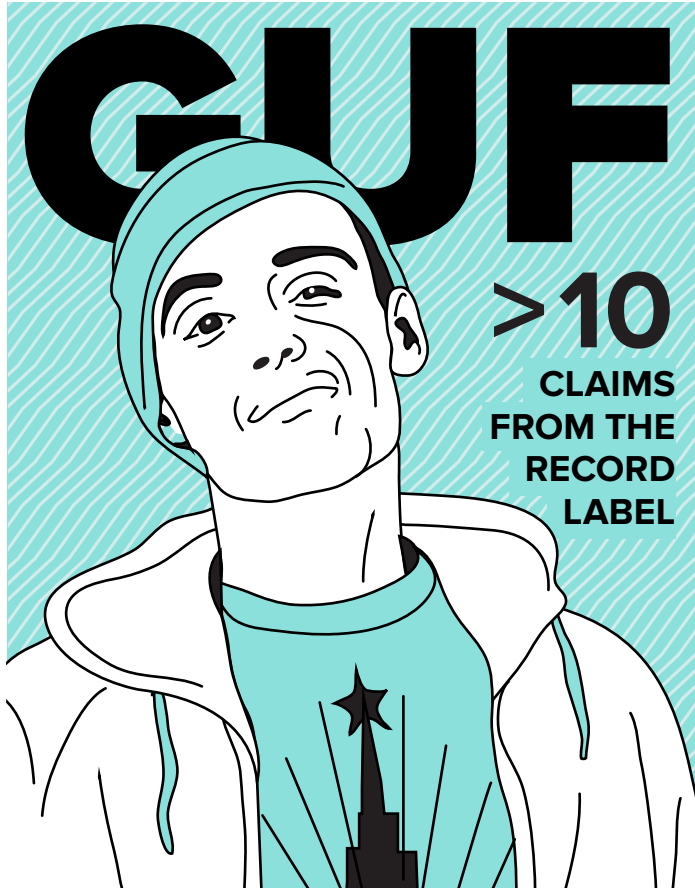
Asmodee Group, the French maker of the board game ‘**Dixit**’, brought a lawsuit against **Cosmodrome**, the maker of another popular game ‘Imaginarium’, alleging unfair competition. **Asmodee Group** petitioned the court to ban the production and distribution of ‘Imaginarium’ in Russia and abroad.

Representing the defendant,

Semenov&Pevzner saw the claim rejected in full. **Cosmodrome** retained the absolute right to make and sell the game.



CLAIM REJECTED, THE DEFENDANT'S RIGHTS TO THE BOARD GAME AFFIRMED



- **Iconmedia v Guf**

At the very beginning of his career, rapper **Guf** made a debut album record deal with the label Iconmedia. While the relationship with the label ended during the first year, 10 years later Iconmedia registered the trademark **Guf** and proceeded to file over 10 claims against the rapper, all of which were satisfied by the court of first instance. **Semenov&Pevzner** fought to overturn the decisions and successfully defended the artist's right to the name. The court agreed with the defence that the rapper's right in his stage name takes precedence over the trademark. All of Iconmedia's claims were rejected, and the trademark cancelled..

**ALL OF THE CLAIMS REJECTED.
TRADEMARK CANCELLED.**

Semenov&Pevzner have represented the following right holders in court

- Warner Music Russia
- Universal Music Russia
- Harman International Industries Incorporated
- Fox
- Carte Blanche Greetings Limited
- Guf
- Megalicense
- Cosmodrome Games





Head of the practice
VITALIY KRETS

A litigator with over 25 years of professional experience, prior to joining **Semenov&Pevzner** Vitaliy was the head of legal of **Tomsk Media Group**, worked at the **Moscow Bureau of Media Lawyers Collegium**, and led the Moscow office of **INTELLECT-C**, a Russian law firm. Vitaliy is the founder and chief editor of the magazine '**Legal Business**'. Vitaliy has won over 300 cases. He is a member of the **Association of Lawyers of Russia**.

CONTRACT DRAFTING AND ADVISING ON INTELLECTUAL PROPERTY-RELATED MATTERS

As part of this practice **Semenov&Pevzner** offer the following services

- drafting, review and negotiation of contracts

- drafting, review and negotiation of contracts of user agreements, website terms of use, other terms and conditions, and privacy policies



- preparation of job descriptions for intellectual property protection purposes
- drafting, review and negotiation of individuals' consents, including image use consents
- preparation of analytical reports
- provision of legal advice via conferences and written legal opinions
- preparation of reviews of applicable legislation
- conducting of intellectual property audit
- verification of counterparty's authority
- vetting of counterparty against nation-wide and international sanctions lists
- conducting of legal due diligence



**SEMENOV&PEVZNER DRAFTS
DOCUMENTS IN BOTH RUSSIAN
AND ENGLISH**

LEGAL ASSISTANCE WITH CONTRACT DRAFTING



LEGAL SUPPORT AND AUDIT OF TRANSACTIONS

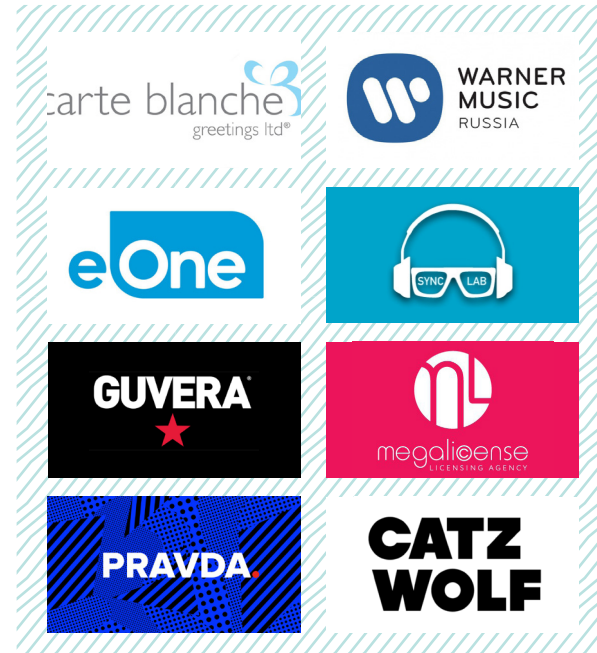


OUR RECENT EXPERIENCE

- full legal support of the contractual arrangements of the Russian licensing agency **Megalicense**
- full legal support of the contractual arrangements of the Russian advertising agency **Catzwolf**
- legal support of the contractual arrangements of the label **Warner Music Russia**
- pre-acquisition due diligence of **Guvera**, the Australian streaming platform
- legal assistance with, and the audit of a series of intellectual property acquisition and disposal transactions for the label **Universal Music Russia**
- verification of counterparties for **Entertainment One UK Limited**
- full legal support of the contractual arrangements of the Russian music agency **SYNC LAB**

Some of the clients of the practice

- Warner Music Russia
- Universal Music Russia
- Entertainment One UK Limited
- Megalicense
- Catzwolf
- Pravda Production
- Sync Lab
- Guvera





Head of the practice

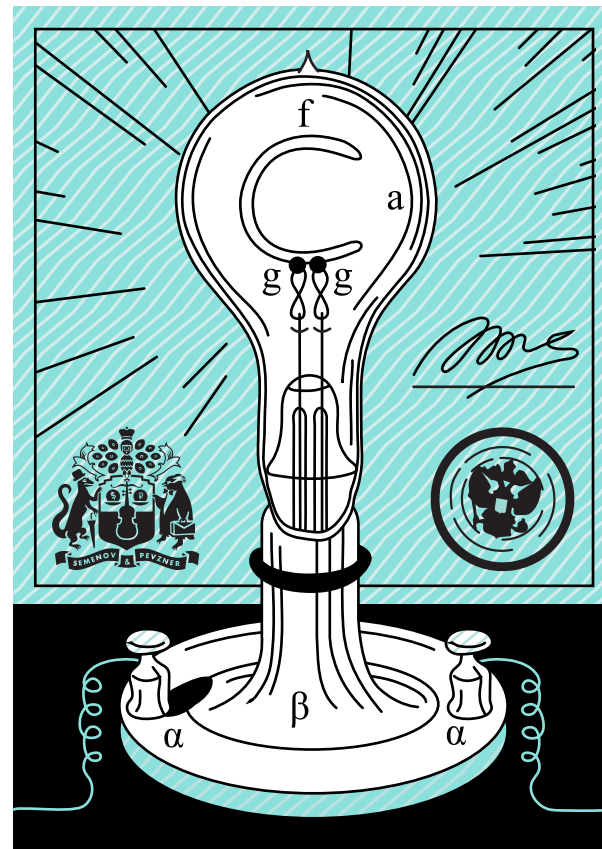
KSENIA SYSOEVA

With over 10 years of professional experience, Ksenia is an expert in Intellectual Property and Contract law. Prior to joining **Semenov&Pevzner** she worked at **Itella NLC**, **Gala Records**, and **Warner Music Russia**. Ksenia specialises in supporting intellectual property disposal deals, as well as advertising, music and video production ones. She has produced comprehensive legal opinions and analytical reports on the creation, exploitation and protection of intellectual property, on advertising and mass media matters. Ksenia has authored the Russia section of 'Cross-Border Copyright Licensing. Law and Practice' by Edward Elgar Publishing. She is a member of the **Association of Lawyers of Russia**.

REGISTRATION OF INTELLECTUAL PROPERTY RIGHTS

As part of this practice **Semenov&Pevzner** offer the following services

- trademark registration in Russia
- international trademark registration
- registration of software and databases
- registration of industrial designs



- drafting notices of opposition against third parties' registrations and legal support of the ensuing proceedings
- registration of intellectual property rights in the Customs Registries of Russia, Ukraine and countries of the Eurasian Economic Union
- representation in the Chamber of Patent Disputes



Semenov&Pevzner assisted the following right holders with the registration of their intellectual property rights

- Warner Music Russia
- Entertainment One UK Limited
- Herotainment LLC
- Apollo Music
- Ecopromservice
- MF Master

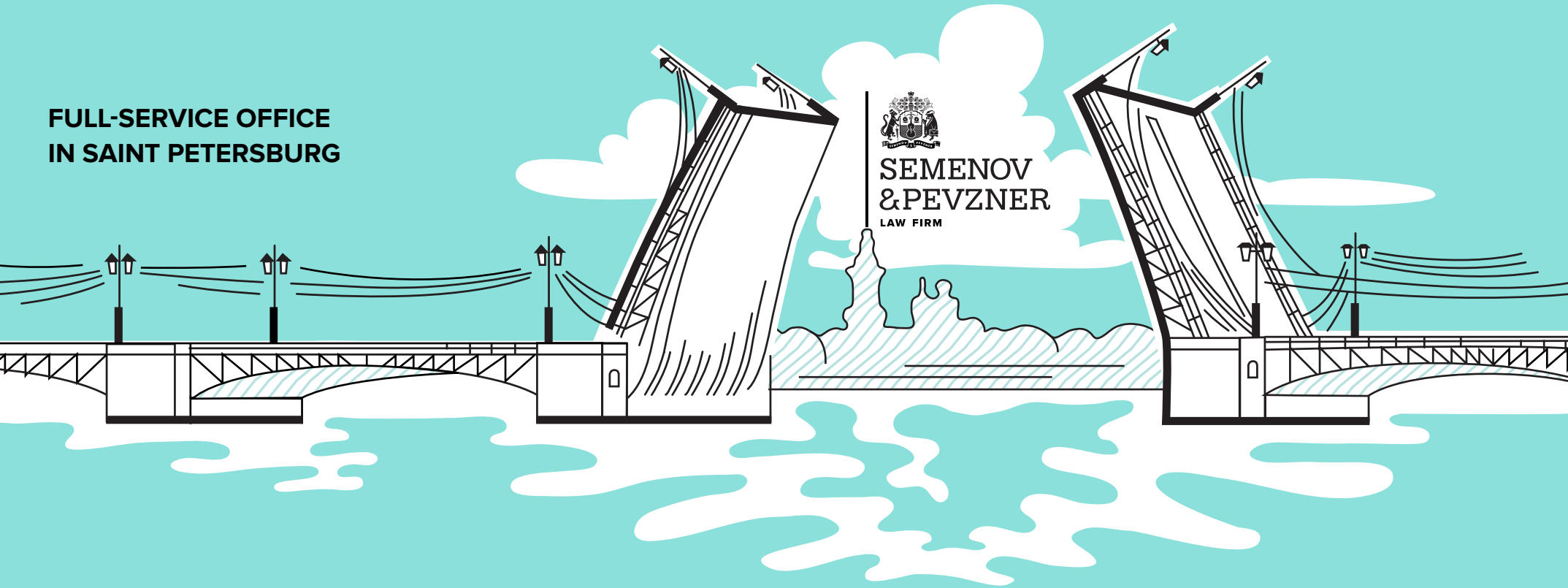


Head of the practice
NATALIA DMITRIEVA

A registered patent attorney, Natalia is an expert in intellectual property law with over 10 years of experience. Natalia worked for the **Russian Standard Corporation** and **Warner Music Russia** before joining **Semenov & Pevzner**. Natalia is a member of the Public Council at the Federal Service for Intellectual Property.

SAINT PETERSBURG OFFICE

FULL-SERVICE OFFICE
IN SAINT PETERSBURG





Managing partner of the office
EKATERINA SMIRNOVA

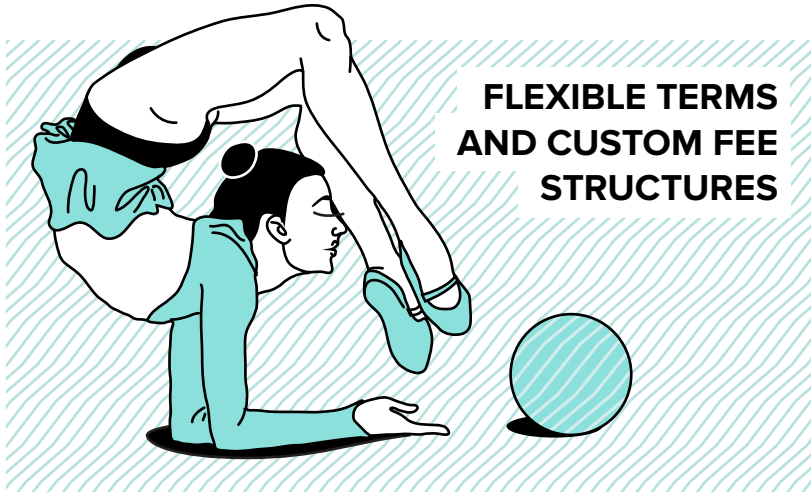
An attorney with over a decade of professional experience and an LL.M. in Intellectual Property from Melbourne Law School. From 2015 to 2019 Ekaterina led the intellectual property and information technology practice of a large Russian law firm that topped the Pravo.Ru-300 ranking for several consecutive years. Ekaterina has also been featured in the international World Trademark Review 1000 ranking, in Enforcement and Litigation, as well as Russian Trademark Law categories. In both 2016 and 2017 she received an award from the Chamber of Lawyers of Saint Petersburg «For the achievements in the field of copyright and Intellectual Property».

THE ADVANTAGES OF WORKING WITH US

- **Semenov&Pevzner** stand for agility; we deliver high quality service fast, always looking for the most efficient solutions

- **Semenov&Pevzner** are always on standby; we understand that some tasks cannot wait and call for attention outside of usual working hours





FLEXIBLE TERMS AND CUSTOM FEE STRUCTURES

- **Semenov&Pevzner's** terms of business are both transparent and flexible; while we do have standard rates, we always put the relationship with the client first and offer suitable payment schedules and custom terms of payment

- **Semenov & Pevzner** has scores of regional offices in Russia and abroad: we are represented in over 70 regions of **Russia**, as well as in **Ukraine** and **Kazakhstan**



- **Semenov&Pevzner's** lawyers are fluent in English and work with English documents

- **Semenov&Pevzner** are knowledgeable about our clients' industries; we are more than expert lawyers – we are also very aware of the rules of play in the clients' business environment

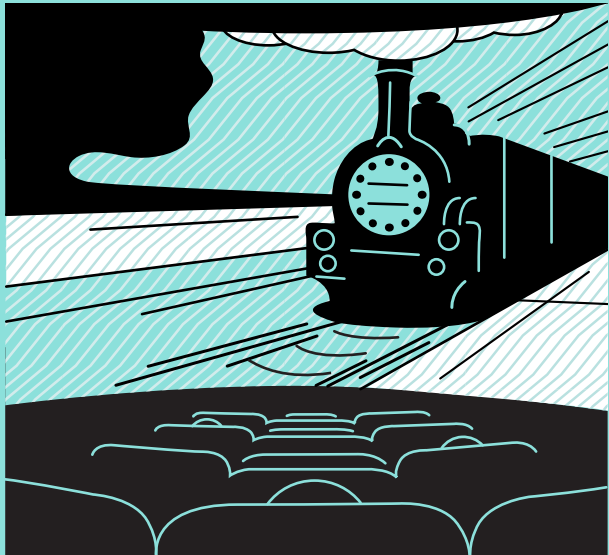
- **Semenov&Pevzner** are ready for a challenge; we have assembled a team of visionary professionals who see legal problems as opportunities to showcase their prowess

- **Semenov&Pevzner's** professional liability is insured by AlfaStrakhovanie



- **Semenov&Pevzner** team members benefit from continuous professional development, taking **M-Logos** and **Statut** courses on a yearly basis

SEMENOV&PEVZNER INDUSTRY FOCUS



- music and show business
- film
- children's goods
- licensing
- manufacturing of technically complex equipment
- software development
- mass media and advertising

OUR PARTNER BUSINESS ASSOCIATIONS



Semenov&Pevzner works closely with the following trade associations

- National Federation of the Music Industry
- Association of Industry for Children’s Goods
- Internet Video Association
- International Federation of the Phonographic Industry
- Motion Picture Association of America



Managing Partner
ROMAN LUKYANOV

Over the course of his career spanning over 15 years Roman has been the head of legal of **Paradise Production Centre**, **Copyright.ru** and **Gala Records/Warner Music Russia**. He was also the regional director of the Kiev office of **Warner Music**. Roman has over 300 court victories to his name. He frequents professional conferences and roundtable discussions, has authored academic publications, and co-authored the online course entitled ‘Copyright: from Theory to Practice’. Roman is a member of the **Association of Lawyers of Russia** and of **SUDEXPO**, the Chamber of judicial experts named after Y. G. Korukhov. He is the official legal adviser at the **National Federation of the Music Industry** and the **Association of Industry for Children’s Goods**.



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&PEVZNER**
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