



## Representative Legal Matters

John Groom

- Providing complex advice to a number of new media, social and online platform clients, relating to intermediary liability and cutting-edge product counsel issues
- Leading a position paper and report on artificial intelligence and predictive policing approaches and technologies for a leading technology firm
- Acted for TikTok in the UK Copyright Tribunal and subsequent arbitration in relation to a major copyright licensing dispute with ICE (PRS, GEMA, Stim) impacting music use by users on TikTok in over 100 countries
- Leading specialist advice on difficult notice and takedown issues for many social and online platform clients
- Advising a number of new media, social and online platform clients in relation to content regulation, platform regulation, and associated digital media issues
- Leading litigation and various contentious matters for one of the world's largest music service providers, together with connected central strategic advice and licensing strategies
- Advising a number of new media and online platform clients in respect of various music licensing issues: licensing negotiations, rights mapping exercises and risk profiling
- Advising a number of augmented and virtual reality gaming companies and platforms on a range of novel product counsel issues related to their immersive technologies
- Advising a leading gaming platform in relation to technology, copyright and privacy issues, including on flagship functionality changes, product counsel, and identifying and shutting down a major cheat site
- Advising a leading virtual reality company in relation to a broad range of content issues, ranging from content regulation to ratings and consumer law issues
- Advising a leading crowdfunding platform on product counsel, data protection issues, and its international expansion activities

- Advising a leading US tools company in relation to a broad range of trade secrets issues in the UK
- Acting for a cutting edge global fitness brand on an emergency injunction in the High Court against a former franchisee
- Coordinating global IP enforcement and brand protection programmes for leading pharmaceuticals and digital brands
- Part of the team that acted for Meltwater in the landmark CJEU and UK Supreme Court copyright case *NLA v Meltwater and PRCA*