

## 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 benchmarking study and report on artificial intelligence and predictive policing approaches and technologies for a leading technology firm.
- 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 several strands of litigation and 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.
- Filing a reference at the Copyright Tribunal on behalf of one of the world's most popular short form video apps in relation to a music rights licence offered by a rights holder.
- 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.
- Advising a major lingerie brand in relation to a range of complex online and offline privacy and consumer law compliance issues.
- Acting for a cutting edge global fitness brand on an emergency injunction in the High Court against a former franchisee.

# Baker McKenzie.

- 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.