

Lê-Binh Hoang | Associate
Intellectual Property | Unfair practices
Privacy & cyber-security | Advanced Technologies
Entertainment & Sponsoring

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Practice | Expertise

- Admitted to practice in Switzerland (2010).
- Main practice in **intellectual property** (copyright law, trademark law, industrial designs law, entertainment).
- Strong expertise in **privacy law** (in particular **personal data protection**).
- Expertise in **TMT law** (technology, media, and telecom), **contracts** and **regulatory matters** related thereto.
- Extensive experience in **unfair competition and practices** (**unfair competition law** and **competition law**), in particular **franchise agreements**, **distribution agreements**, and **supply contracts**.

Education

- **J.D.** University of Geneva (2005).
- **LL.M.** Duke University School of Law, North Carolina (2006).

Background | Other activities

- Legal internship at the **Secretariat of the Swiss competition Commission** (2006-2007).
- Member of the professional association **ITechLaw** (International Technology Law Association).

Lectures | Publications

- **Défis du droit de la concurrence déloyale**, Journées du droit de la propriété intellectuelle, Université de Genève (with Michel Jaccard) (2014)
- **Journée "Marathon de formation continue"** sur la protection des données, Ordre des avocats de Genève (with Michel Jaccard) (2014)
- **Internet, médias sociaux, applications : terrains propices à la déloyauté commerciale ?**, *in* **Défis du droit de la concurrence déloyale (Challenges of Unfair Competition Law)**, Genève 2014 (with Michel Jaccard)