

About

Juliette Ancelle has extensive experience and in-depth expertise in:

- **intellectual property matters**, including in handling copyright infringement cases, particularly in the software field, but also in advising clients in IP related transactions, trademarks registration and opposition cases, as well as open source cases.
- legal issues relating to **social media**, in particular in managing e-reputation risks and delivering practical and hands-on advice on law-related questions in the use of social media, as well as
- on **privacy issues**, in particular by providing assistance in setting up compliance processes and responding to risks relating to surveillance and other data protection regulations.

She is also highly specialized in **employment law and HR** related legal matters (employment contracts, staff regulation, incentive plans, dismissals, work permits, earn-outs).

She further has a broad experience in **corporate transactions**, including namely venture capital and private equity deals.



Practice Areas

Intellectual Property
Advanced Technologies and Innovation
IT, Outsourcing & XaaS Solutions
Corporate Finance
Mergers & Acquisitions, Business Transfers
Employment Law & HR
Entertainment & Sponsoring
Arts, Media & Digital Marketing

Experience & Career

- 2016 Partner at id est avocats
- 2013 Associate at id est avocats
- 2009 Junior attorney at BCCC Avocats
- 2008 Intern at Intellectual Property Watch
- 2007 Intern at the UN Refugee Agency (UNHCR)

Education

- 2022 Certified Specialist SBA Labour Law
- 2009 LL.M. at New York University School of Law
- 2008 Master of law at University of Lausanne – UNIL (*summa cum laude*)

2006 Bachelor of law at University of Lausanne – UNIL (*magna cum laude*)

Selected Publications & Presentations

Guest Lecturer at the Ecole Cantonale d'Art de Lausanne (ECAL) in intellectual property and copyright since 2020

Lecturer Plans d'intéressement : De quoi parle-t-on et à quoi faire attention?, PME successions, November 2021

Speaker at the Commission de formation permanente – ODAGE – Digital Law Center, presentation on nLPD Consent, May 2021

Speaker at the Haute Ecole de Gestion de Genève | Executive EMBA, presentation on Social media and Law, since 2019

Lecturer at the CAS Digital Finance Law, Negotiation of IT contracts, since 2020

Lecturer at the Digital Law Summer School, University of Geneva, presentation on Social Media and the Law, since 2016

Speaker at the Innosuisse – Business Concept Course, presentation on IP Protection, at the EPFL, Lausanne, since 2017

Conseils pratiques pour la mise en place d'un programme de gestion de la protection des données, in [swissprivacy.ch/21](https://www.swissprivacy.ch/21), 30 August 2020 with Alexandre Jotterand

Les contrats informatiques: état des lieux et questions choisies, CEDIDAC, Droit et économie numérique, with Karim Ferdjani, Stämpfli, 2020

Regulation of crowdfunding activities in Switzerland: Where do we stand?, Jusletter, 2016, with Philipp Fischer

(R)evolution in the world of internet comments, Legally yours blog, Le Temps, November 2015

Google Books est légal (sauf accident...), Legally yours blog, Le Temps, October 2015

Droit de l'Internet et des nouvelles technologies : le droit rattrapera-t-il Internet?, Regards de marathoniens sur le droit suisse : mélanges publiés à l'occasion du 20e Marathon du droit, 2015

Swiss Chapter, in The International Free and Open Source Software Law Book, Open Source Press, 2nd edition 2014

Protection des données : kit du praticien, Revue de l'avocat 2014 p.369, with Michel Jaccard

Cinq conseils à suivre lors de la conclusion d'un contrat de travail, L'expert-comptable suisse, 4/14 p. 335, April 2014

Comments on Articles 16 à 20a de la Loi sur les Brevets d'Invention (LBI), in Commentaire romand de la Propriété Intellectuelle, Basel, 2013

Patent Trolls et autres dérives: risques importants pour le système des brevets, in l'Agefi, with Michel Jaccard, April 2013

Day-to-Day risks and liabilities of libraries, in Dike, with Vincent Robert, Zürich, 2011