

bpv JÁDI NÉMETH sets up unique IP/IT competence center

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Rapidly developing digital technology is continuously raising complex legal and corporate governance issues that require highly skilled expertise, comprehensive market knowledge, a practical approach and an international mindset. To serve this business sphere with the highest standard of legal advice, **bpv JÁDI NÉMETH** is proud to announce the arrival of Dr Krisztina Ivanics, who will head up our new IP/IT competence center.



Krisztina brings unparalleled expertise combined with a comprehensive understanding of technology, business, and law. She previously worked as the Chief Legal Officer of leading online and digital companies and has 20 years' experience in the field of IP/IT, media law, privacy, data protection and e-commerce as well as in related commercial activities. An acclaimed expert in the digital, software, automotive, and creative industries. Krisztina's strategic mindset and legal expertise will provide **bpv JÁDI NÉMETH**'s clients with first-class legal support in these matters. They will have access to outstanding professional care and support in creating effective and innovative in-house solutions for their everyday challenges.

Krisztina specializes in software licensing and software services as well as in cloud computing. She also has solid experience in IP litigation, IP (trademark, patent, domain, copyright) portfolio management, and in the development of data privacy policies and practices. A founding member of the Hungarian Association for Data Protection Awareness, Krisztina is a much sought-after speaker at conferences.

Managing Partner Dr Andrea Jádi Németh, LL.M. commented: *Our firm has always been proud of its progressive solutions. The technological revolution spurred by smart devices, connected industries, improved software solutions, and digital applications is redefining not only the business landscape but it is also having an immense impact on legal regulations. Data Protection, Privacy, Infocommunications, and Intellectual Property have become crucial areas of law that should be at the top of agendas in all business sectors.*

Dr Krisztina Ivanics said: *Digital transformation and IP protection put a huge strain on companies (SMEs and multinationals alike) but - by having the right approach and the ability to identify the best alternatives - they can generate extraordinary opportunities as well. I am excited to join **bpv JÁDI NÉMETH**'s team. As the Leader of the IP/IT Competence Center, I am looking forward to developing and offering highly professional solutions to our clients, supporting their development, and providing protection for their most valuable assets.*

About **bpv JÁDI NÉMETH**

bpv JÁDI NÉMETH Attorneys at Law with its team of dynamic and internationally trained lawyers has come to be regarded as one of Hungary's premier advisors, offering the full range of corporate and commercial legal and tax services. **bpv JÁDI NÉMETH** Attorneys at Law is a founding member of **bpv LEGAL**, a regional legal alliance that has offices in Central and Eastern Europe's key capitals and a European Law Competence Centre in Brussels.

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