



Law Firm

Law Firm for Intellectual Property, Media, Competition and Technology

Certified and qualified lawyers specialized in protection of industrial property law, copyright and media law.



Hanover

Georgstraße 48
30159 Hannover
Germany

Tel. +49.511.35 73 56 -0
Fax +49.511.35 73 56 -29

E-Mail info@bwlh.de
www.english.bwlh.de



Munich

Landshuter Allee 8-10
80637 München
Germany

Tel. +49.89.2 50 07 90 -50
Fax +49.89.2 50 07 90 -59

E-Mail munich@bwlh.de
www.english.bwlh.de




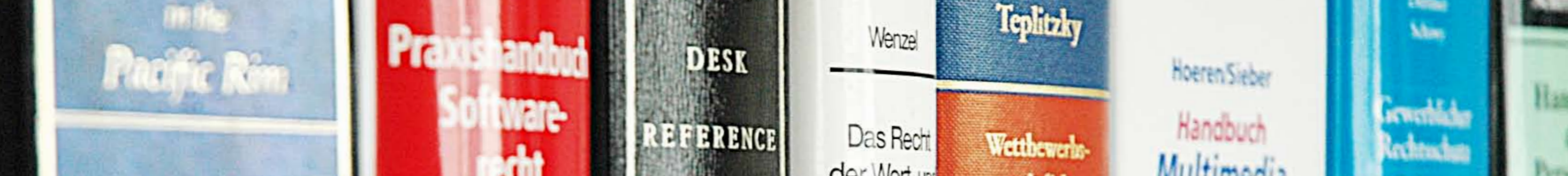
Vienna

Trauttmansdorffgasse 8
1130 Wien
Austria

Tel. +43.1.8 76 15 17
Fax +49.511.35 73 56 -29

E-Mail wien@bwlh.de
www.english.bwlh.de





Our Law Firm

HORAK Attorneys at Law is neither a lawyers' factory, nor an improvised law firm.

We are here to achieve great results and a lasting connection with you, based on the quality, trust, and reliability of our services. We are focused on intellectual property, competition, media and technology. In these areas, we are able to solve and handle every sort of legal issues. Of course, we advise SMEs, concern, economic institutions and public-law corporations of various sizes as well as private individuals in the field of national and international, commercial and private law.

And we can offer even more! Our lawyers are highly specialized, work academically and are experts in their field of studies. You may already know us, because you have already hired us in the past. You may eventually already know one of our attorneys, from publications, lectures, seminars or from other kind of public appearances.

Should you hear from us for the first time, we are offering you the opportunity to meet a reliable attorney, who will succeed in your own interest. Or you could be interested in one of our focus-area, that is still missing in your network of consultancy.

Our spacious business premises meet the requirements of a modern company: they offer a pleasant atmosphere for trustworthy client's consultancy. We obviously have an excellent team and modern technical organizations, working to keep our standards high.

Our office is centrally located, just in front of the Opera of Hanover, easy to reach either from the Main Station, that is nearby situated, or from the local Court.

Fields of Law

We manage to work in the fields of protection of industrial property law, copyright and media law, competition and anti-trust law, health and technology law. This includes also:

Antitrust Law, Copyright Law, Data Protection Law, Design Rights, Domain Law, Domain-Name-Dispute-Law, EDP Law, Event Law, Fair Trade Law, Film and Television Rights, Image Rights, Internet Law, IT-Rights, Law relating to food Processing and Distribution, Law relating to the Inventions of Employees, Legislation on Seeds, Media Rights, Medical Law, Music Rights, Online Rights, Patent Law, Patent Legislation, Pharmacy Law, Photo Rights, Plant Variety Rights, Press Law, Procurement Law, Publishing Law, Registered Design Law, Sport Rights, Telecommunication Law, Technology Law, Trademark Law

Should you be interested in a consultation or a representation of others legal areas, do not hesitate to contact us.

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Lawyers and Patent Attorneys

Graduate Engineer Michael Horak, LL.M.
Attorney · Consulting Engineer
Certified specialist Attorney in the field of industrial property rights
Certified Specialist Attorney in the field of copyright and media law

Julia Ziegeler
Attorney · Trademark Lawyer
Certified specialist Attorney in the field of industrial property rights
Certified Specialist Attorney in the field of copyright and media law

Anna Umberg, LL.M., M.A.
Attorney
Certified Specialist in copyright and media law
Certified Specialist in industrial property rights

Ansgar Kluge
Attorney

Dipl.-Phys. Andree Eckhard
Patent Attorney
European Trademark Attorney
European Design Attorney

Katharina Gitmann
Attorney

Karoline Behrend
Attorney

Dr. Johanna K. Müller
DSc, Graduate Biologist
Patent Attorney
European Trademark Attorney
European Design Attorney

Intellectual Property, Media, Competition...

Trade Legal Protection

We are experts in protection of intellectual property. Our vast range of consultations comprehends various themes: registration and protection of patents, utility models, design and brands, domain-names, semi-conductor topography and variety of plants protection.

Particular experiences in various sectors featured our work; for instance, we are familiar with telecommunications, electrical industry, and pharmaceutical industry.

It is part of our strategy to accompany our clients step by step. We operate with the German Patent and Trade Mark Office, European and international authorities, just for the interest of the legal protection of our clients, in order to position them optimally in the market.

Through defense from ordinary courts, as well as through competitions, we assist the utilization of existing patent rights.

This exploitation of property rights embraces the most competitive use of marketing measures, the prevention of violations of foreign rights, as well as well-aimed responses to products or property right piracy. Of course, we are able to manage your property rights completely.

HORAK Attorneys at Law can arrange for you all kind of contracts, such as license agreements, delimitation agreements, confidentiality agreements, utilization and distribution agreement etc. An additional qualifications as graduated engineer ensures a comprehensive and technical consultation and representation.

A brand is a name, a name of a company, an idea or a logo, an enterprise, it is goods and services, That's a brand!

Intellectual property rights include competition law and advertising rights. Focusing on the Act of restriction of unfair Competition (UWG), we provide advice on marketing and distribution of products, implementation of ideas or other services. Any good advertisement is supposed to emphasize his own products, his services or the advertising company. A good advertisement will move good critics in a fair competition.

When we are working for a company, our purpose is to minimize competition law risks and optimize the desired advertising effects. We are here to avoid cost-intensive legal letters of warning or legal proceedings, and to make stronger your defense.

In addition to this professional occupation in the run-up of an event, we take care of all his legal aspects during his development, in order to get short term reactions of third parties.

The activities of HORAK Attorneys at Law is also branch specific, in the area of competition law, preceded by a legal and economic interest that we have on our clients.

We also pursue legal peculiarities regarding for example medicine, food, pharmaceutical and medical products. We observe the development of Europe legislations and this will contribute to the success of our consultation.

While competition law should contain the behavior of competing companies, the anti-trust-law helps keeping the competition alive.

With the introduction in 1999, of the sixth amendment to the Competition Restrictions Act, the German anti-trust law experienced considerable changes, structural reorganizations, such as the fusion of proceedings, in addition to adjustments to the European standards and new rules, such as the award procedure.

...and Technology

In the area of company mergers and cooperation, HORAK Attorneys at Law take over both the national and European merger control.

Apart from the Anti-trust law, merger control considerations are also really important, if in marketing contracts, licensing agreement, franchising or similar contracts between competitors and adherents. The legal effectiveness of contracts is also relevant to anti-trust law standards.

Author and Media Rights

In the area of media and copyright law, in addition to the contractual arrangement for underlying sectors, we also offer consulting potential for the area of individual media, press law and publishing law. Furthermore, we are specialized in the development of contracts between artists, production companies or transmitters, and we deal with the marketing of media products. Protecting our clients against misrepresentation and disparagement is also one of our strength.

"Image rights" is the product of the basic right on informational self-determination of an image that needs to have the consent of a depicted person. It is legally called "Right of persons to their own likeness". If we talk about Photo Rights, on the other hand, we follow the rules of copyright law and ancillary copyright of the photographer who takes the photo.

In this case, it can be handle as a personal creation because, for example, an extra motive has been chosen, or we could have a post-production to consider; it could have reached every kind of creativity level.

However, a photographer has to deal with ancillary copyright issues even by a simple photo-shooting. Besides, not everything can be photographed and subsequently being used for advertising purposes.

This kind of matters can be really differentiating. Please feel free to contact us for further clarifications.

The longstanding experience of our lawyers in the traditional copyright law, make easier an introduction to new media with interfaces in telecommunication rights and IT rights. In this way, we are able to remove from the beginning the whole problems regarding copyright issues.

Thus, a lot of people are involved under different legal forms in the development, establishing, realization and financing of a film or a TV-production; in this way the respective legal national or international issues are really various and can touch different bundle of rights, in which generalizations are not allowed. When we talk about Copyright, we intend to protect the original copy (=copyright) of a piece of art, music or literature, for instance. This includes sound and image recordings, performances of an artist or the creation of Software.

Regarding the latter example that we mentioned, there are other special regulations in the copyright law that need to be considered.

The meaning of a Domain may also be protected by a copyright, when it can not be attributed to an html-software but to the external representation of a page.

"Media law" is the first that has been standardize in media-specific regulations such as national press law, broadcasting laws, broadcasting agreements, media services, government contract, telecommunications law, and Communications Services Act, etc.

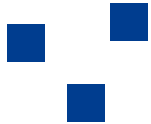
However, the branch distribution, which belongs to media rights, is also legally related to media relations, such as competition law, Copyright, trademark (title protection), publishing and youth legal protection norms etc. An Assumption is a personal creation. We protect work of literature, science and art.

Food, Medicine and Pharmaceutical Rights


We examine the transportability of food, together with his composition and definition of eventual medicines. We also work with medicine-related issues. We advise on problems relating with admissibility of packaging / pack inserts, in accordance with the law of competition. We offer consultancy for governmental procedures regarding food and medicines. We are active in many fields of law.

Pharmacies law is actually fluctuating between standardized European guidelines and national traditions. Central aspects of Pharmacy Law are regulated by the Pharmacy Act, the Pharmacy Operating Regulations as well as the legal regulation. In addition, there are numerous ordinances, e.g. the pharmaceutical Price Regulation.

Sport is our passion and we have the pleasure to offer secure legal solutions for athletes, clubs, promoters, associations and other institutions. We evaluate your questions both from and economic and tactic point of you, trying to do our best in order to achieve great results, together.



Sport has to be clear and transparent. For this reason, compulsory and enforceable regulations are so important. This is what we stand for!



From a pure legal point of you, there is no other field of law, that describes clearly and distinctly the sector of sport law. Various sports have different regulations (national and international) and they are not equally applicable in each case to all parties. In addition to the regulation of every Sport, we also need to deal with the respective state law. Sport Law includes also cases of alleged manipulation and doping: those are punishable by criminal law.

IT-Recht, Internetrecht und Domainrecht

IT law embraces all the legal questions regarding information technology. The development, production, the marketing and servicing of software and hardware require regular reviews and adaptations of underlying agreements and general terms and conditions and the jurisdictions are always changing.

We offer deep knowledges to the IT development in the information technology market: we work on software and app creation's contracts, designing licenses or system contract up to implementation of individual claims.

Our relevant market expertise and industry experience, alongside with our insight for particular technical terms and economic interrelationships offer you an expediently consultation and representation.

Due to the high, common and easy availability of data, whose predictability and processing are in databases or computer-assisted systems, the Protection of Data represent a central facet for the present and future of legal practices.

The protection of data regards not only the original data protection law, but also many other legal areas, such as industrial property rights protection or copyright law (unauthorized down- / uploads of protected works, databases law).



The legal framework of your website, in relation to other competitors, providers and users needs a professional attention, that our law firm can offer you.

The most relevant legal requirements in the legal area of copyright law, trademark law, telecommunications law and criminal law need a representation; the professionalism of HORAK Attorneys at Law operated in favor of commercial users, providers or clients, who want to realize their own ideas in this area.

We are familiar with common electronic terms like electronic cash, cyberlaw, nic, tdl, meta tags, PGP, Apps, html, css u.v.a.m. etc. These knowledges allow us to achieve great results also in the "cyber-world".



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ATTORNEYS AT LAW



Hanover

Georgstraße 48
30159 Hannover
Germany

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Fax +49.511.35 73 56 -29

E-Mail info@bwlh.de
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Munich

Landshuter Allee 8-10
80637 München
Germany

Tel. +49.89.2 50 07 90 -50
Fax +49.89.2 50 07 90 -59

E-Mail munich@bwlh.de
www.english.bwlh.de



Vienna

Trautmansdorffgasse 8
1130 Wien
Austria

Tel. +43.1.8 76 15 17
Fax +49.511.35 73 56 -29

E-Mail wien@bwlh.de
www.english.bwlh.de

IBAN DE71250501800910110344
BIC/SWIFT SPKHDE2HXXX

St.-Nr. 2311802849
USt-ID-Nr. DE284516037

