



Dear all,

Last time you elected me to be one of the co-chairpersons of the SPIBA Legal Committee. I sincerely hope that the trust placed in me was justified.

Together with my colleagues, I have always tried to ensure that the Legal Committee is a place where the best professionals can freely exchange their opinions and experience. Over the last couple of years, this task has become less trivial. We have had to maintain the status quo and to develop the Committee despite unexpected restrictions, lack of travel and absence of personal contacts.

Nevertheless, we have even succeeded in making offline events with external guests. For instance, SPIBA members' meeting with the management of the St. Petersburg Office of the FAS Russia on unfair competition issues.

The pandemic has become not only a tragedy and a problem, but also a catalyst for "digitalisation". Even companies far removed from IT are now keeping this area in their focus. As a lawyer, I specialise (among other things) in the IT sector – such a competency may be useful for SPIBA members.

I am honoured to re-nominate myself as co-chairperson of the Legal Committee and I would be grateful if you could support me this time too.

On the next pages you can find out more information about me.
If you have any questions you are always welcome to contact me to discuss them personally.

Kindest regards,
Maxim Ali

Partner, Head of the Intellectual Property and Technology practice
Maxima Legal



MAXIM ALI

**Partner,
Head of the IP/ IT Practice at Maxima Legal**

**Member of the International Lawyers Network Specialty Groups –
Intellectual Property, Cybersecurity & Data Privacy, International
Commercial Transactions**

M +7 981 699 60 36

E m.ali@maximalegal.ru

RECOGNITION

2021, Best Lawyers (Russia) – Arbitration & Mediation

2021, Best Lawyers (Russia) – FinTech Practice

2021, Best Lawyers (Russia) – Franchise Law

2021, Best Lawyers (Russia) – Gaming Law

2021, Best Lawyers (Russia) – Information Technology Law

2021, Best Lawyers (Russia) – Intellectual Property Law

2021, Best Lawyers (Russia) – Privacy & Data Security Law

2021, Personal Rating of Lawyers by Kommersant Publishing House — Intellectual Property

2021, Personal Rating of Lawyers by Kommersant Publishing House — Industrial Sector

2021, Recommended Lawyers, Pravo.ru-300 (regional rating) — Intellectual Property, including dispute resolution

QUALIFICATIONS AND EXPERTISE SUMMARY

Maxim is an expert in the field of intellectual property and information law as well as in e-commerce and media law for more than 10 years.

Maxim is also experienced in handling litigation regarding patent rights, copyright and business reputation protection. It is noteworthy that in one of the disputes he not only defended his client's interests, but also developed a new position for Russian court practice on the issue of disposal of intellectual property rights.

SIGNIFICANT RECENT MATTERS

- Support of “digital transformation” for a large Russian holding company: participating in the development of policies on intellectual property management, due diligence of the created software, advising on the creation and use of “digital twins” for industrial objects
- Full legal support for the market entry of internet aggregators and online shops working with sanitaryware, real estate objects and industrial equipment: website legal audit, drafting necessary documents and advising the Client on compliance with regulatory requirements
- Advising the client and structuring the deal to invest in a project to create and market a computer system and mobile application targeted at COVID-19 diagnostics
- Comprehensive project to combat “mirrors” of websites of cultural institutions in St Petersburg that charge 10-20 times higher prices for event tickets: removing information via search engines, communication with prosecutors and Rospotrebnadzor, participating in discussions with the Ministry of Culture on relevant amendments to legislation
- Advising the client in connection with a major transaction on the sharing economy market, structuring transaction options in terms of protecting the rights of the client and its beneficiaries and reducing the tax burden

PUBLICATIONS AND EVENTS

Maxim is actively involved in international, national and regional business conferences particularly those focused on intellectual property, the IT sector and electronic commerce. Maxim has also organised academic and business seminars and master classes.

Maxim has had a considerable number of articles and many comments published in the professional and business press, including Forbes, Kommersant, Delovoy Peterburg, TASS, VC.RU, Rusbase and many others.

LANGUAGES

Maxim speaks Russian (native) and English (fluent).