



## Ivan Rámeš

Partner

Ivan Rámeš main area of focus is intellectual property and technology law. He specialises in a comprehensive definition of IP strategy both in the Czech Republic and abroad, in enforcement of industrial property rights and copyrights, and particularly in counterfeits and pirated goods, parallel imports and the exhaustion of IP rights.

Ivan is an expert in e-commerce, especially in terms of IP protection, consumer protection (including administrative proceedings with regulators such as the Czech Trade Inspection Authority and others), personal data protection and marketing law. As part of his legal career, he was at the birth of the first e-shops and engaged in the set-up of terms of their functioning among businesses and consumers, and is currently focusing not only on online shops but also on the legal functioning of the marketplace.

Ivan also advises on copyright and deals with domain disputes, unfair competition and IP-related disputes. Another area he specialises in is franchising, where he has provided expert advice to a number of multinational franchising networks and also to purely Czech and Slovak concerns.

As part of his practice, he provides expert advice to start-ups as well as larger companies and international corporations. Another area of his focus is venture capital and he particularly provides IP advice to investors, investment funds and start-ups.

Ivan also lectures and regularly publishes articles on these issues. He is the founder of the HAVEL&PARTNERS blog.

The above practices are also confirmed by prestigious international rating agencies and rankings such as Chambers Europe, World Trademark Review 1000 and IP STARS, where Ivan has been ranked as a recognized IP expert for several years.

### Projects

- a long-term adviser to a global producer of footwear in enforcing its industrial property rights and in taking steps against entities distributing counterfeit goods or imitations in the Czech market or importing such goods from third countries
- advising a global cosmetics producer in connection with its trademark disputes in the Czech Republic and conducting administrative proceedings with relevant authorities
- advising a major sports association on legal steps against counterfeiters of sports outfits
- a long-term adviser to a major Czech electronics retailer on protecting its trademark portfolio, creating an e-shop and setting the consumer terms and conditions, and on consumer protection law and contractual matters
- advising a major aircraft manufacturer in connection with the enforcement of its industrial property rights and the industrial property protection of its products; conducting administrative proceedings with audit authorities
- advising a leading leasing company and bank in a European bank group on the switch of its branch network management to a franchising model
- advising a major European traffic sign manufacturer in negotiations for distribution agreements with its international business partner
- IT/IP law services related to a legal due diligence exercise on a multinational airline, a leading Czech turbine manufacturer and a major Czech publishing house before a planned sale
- advising several of the world's leading electronics manufacturers on regulating legal relationships with consumers
- advising on legal steps against a leading Czech brewery regarding unfair competition

### Membership in professional associations

Czech Bar Association  
INTA (International Trademark Association)  
ECTA (European Communities Trade Mark Association)  
AIPPI (International Association for the Protection of Intellectual Property)

### Languages

Czech, English

### Education

Masaryk University, Faculty of Law, Brno (2007), Mgr. (Master of Laws)