



## **Radek Riedl** Managing Associate

Radek Riedl specialises in intellectual property including effective enforcement of industrial property rights, information technology, commercial contract law and competition matters in general.

With respect to intellectual property Radek is involved in particular in issues of client protection strategy regarding IP rights, enforcement of IP rights, parallel imports and other matters relating to industrial property, domain names, and domain disputes.

In contract law he focuses, in addition to standard types of contracts, in particular on relationships involved in the development, licensing and protection of technologies and the related know-how and contracts concluded remotely by electronic means. In contract law Radek also specialises in FMCG and the setting of contractual relationships in the food industry.

Currently he deals also with administrative matters associated with licensing proceedings before the Council for Radio and Television Broadcasting.

In recently years, Radek has frequently provided legal advice to a number of important Czech and foreign clients in the above-mentioned areas.

Prior to joining our law firm, Radek worked at a law firm in Zlín. In 2008, he studied at Rostock University.

### **Projects**

- advising for many years an international manufacturer of shoe wear on the enforcement of industrial property rights and procedures against entities distributing counterfeits or imitations on the Czech market or imported merchandise from third countries
- advising a world-renowned manufacturer of a broad portfolio of high quality and top-design products intended for households and house and garden maintenance relating to the enforcement of industrial property rights and the protection of the client's domain names
- advising for many years a leading Czech electronics company relating to the full administration and protection of its copyright portfolio, developing its web-based business, commercial terms and conditions, and consumer protection rights and contract administration
- advising for many years the world's most valuable company and one of the world's top technology companies today in connection with ongoing administration of a trademark and brand portfolio in the Czech Republic
- advising for many years a leading Czech manufacturer of design scooters and foot-to-floor riders on comprehensive administration and protection of its trademark and industrial design portfolio and on enforcement of industrial property rights
- advising a major unique technology innovator in connection with the drafting of comprehensive contracts with one of the strongest Central European manufacturers of brand chemical specialities and disinfection and cleaning products addressing the provision of unique know-how and patent portfolio of the client encumbered by co-ownership interests of other major undertakings
- preparing and securing a transaction between a major consulting IT and communications company and a renowned research institute in connection with the research and development of a brand new ion thruster concept, in particular setting comprehensive rules for the development, use, assessment and treatment of intellectual property rights, for the registration of industrial rights including the use and registration of the company's trademarks and the new product
- ongoing legal advice on IP and contract law relating to the legal due diligence of major Czech and international companies prior to acquisition
- advising important local and international clients during the revision of contractual documentation relating to the recodification of Czech law and preparation of comprehensive legal templates
- advising an important foreign private car dealer relating to unfair competition
- representing important Czech and foreign clients in administrative proceedings initiated by the customs office and the Czech Trade Inspection Authority

## Membership in professional associations

Czech Bar Association

## Languages

Czech, English, German (passive knowledge)

## Education

Palacky University, Faculty of Law, Olomouc (2011), Mgr. (Master of Laws)

Palacky University, Faculty of Arts and Faculty of Education, Olomouc (2008), Mgr. (Master of Arts)

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