

Adrian Bieri

Dr. iur.,
Attorney at law, Partner
Head Intellectual Property, Technology and Data
Protection

LANGUAGES:

German
English

OFFICE:

Zurich

PHONE:

+41 58 258 10 00

E-MAIL:

adrian.bieri@bratschi.ch

TO THE ONLINE PROFILE:



Vita

Adrian Bieri is a partner and co-head of our intellectual property, technology and data protection practice group and co-head of the bratschiLAB, our innovation and start-up desk. He advises and represents domestic and foreign clients in all industries and at all stages of growth in all matters of data and technology law, intellectual property and IT law, as well as contract and distribution law. His practice focuses on legal questions relating to the use and protection of data and IP rights (with a focus on copyright and trademark law), the establishment and operation of platform models, the negotiation of data and IT-related contracts, cloud projects and the support of clients in data protection compliance under Swiss and European data protection law (GDPR). Adrian is author of numerous publications and also a frequent speaker in his areas of expertise. He works both as a consultant and as a litigator for his clients.

Professional background

- Partner with Bratschi Ltd. (since 2020)
- Head of the Practice Group intellectual property, technology and data protection and co-head of the bratschiLAB (since 2019)
- Attorney-at-Law at Bratschi Ltd. (2012-2019)
- Trainee lawyer at Bratschi Wiederkehr & Buob (2010-2011)
- Research Assistant at the chair for business and intellectual property law of Prof. Dr. Hans-Ueli Vogt, University of Zurich (2006-2009)
- Tax Administration of the Canton of Zurich (2002-2006)

Training

- Postgraduate studies Dr. iur., University of Zurich (2011)
- Graduation, lic. iur., University of Zurich (2007)

Other activities

- Lecturer at the University of St.Gallen (HSG) within the program «Business Law for Managers WRM-HSG» (module Competition Law & Intellectual Property Law)
- Lecturer at the University of Applied Sciences and Arts Zurich (HWZ) in the context of the CAS «Data Protection & Data Security»
- Lecturer at the Lucerne University of Applied Sciences and Arts (HSLU) as part of the CAS «Digital Healthcare»

Awards

- recommended for «Data Protection», «IT & Outsourcing» and «Trademark Litigation» by Leaders League (2024)
- recommended for «Data privacy and data protection» by Legal500 (2024)
- Legal500: «Adrian Bieri and his team are concerned with showing the actual (and not all theoretically possible) risks and they are presenting practical solutions to them. They want to be a help in the everyday inhouse business and not just a theoretical advisor.» (2023)
- Legal500: «Adrian Bieri: Excellent quality, consistently good over several years, friendly, with a high level of practical relevance and good, comprehensible risk assessment. Long-standing positive partnership, his opinion, and his assessments are valuable and carry weight.» (2023)
- Legal500: «Adrian Bieri has outstanding expertise in the field of data privacy and data protection. He can explain complex issues and topics very clearly and it is always a pleasure to work together with him. We are thrilled about Adrian Bieri and can highly recommend him!» (2023)
- recommended for «Data privacy and data protection» by Legal500 (2023)
- recommended for «Data Protection», «IT & outsourcing», «Trademark Litigation» and «Trademark Prosecution» by Leaders League (2022)
- recommended for «Innovation, technology & telecoms: IT & outsourcing» by Leaders League (2021)
- recommended for «Intellectual property: Trademark & copyright litigation» by Leaders League (2021)

Memberships

- Zurich Bar Association (ZAV)
- Swiss Bar Association (SAV)
- Impact Hub Zürich

Expertise

Data Protection Law, Company Law, Commercial Law, Intellectual Property Law, IT Law, Technology Law, Contract Law, Competition and Antitrust Law, Commercial Administrative Law

Practice Groups

Intellectual Property, Technology and Data Protection, Corporate and Transactions, Contracts, Competition and Media

Publications

öff-recht blog: Vernehmlassung zum Gesetz über digitale Basisdienste im Kanton Zürich

Brunner Florian, Häner Isabelle, Bieri Adrian, Odermatt Jacqueline, in: bratschi öff. Verfahrensrecht blog, Februar 2024

Neue Pflicht zur Durchführung von Datenschutz-Folgenabschätzungen – gilt auch für Behörden

Bieri Adrian, in: bratschiLETTER Öff.-Recht September 2023

Neues Schweizerisches Datenschutzgesetz

Bieri Adrian zusammen mit Heymann Yaël, Zürich 2022

Switzerland - Corporate Acquisitions and Mergers

Aliotta Elisa and Arpagaus Reto and Barrot Michael and Bazzi Claudio and Bieri Adrian and Blickenstorfer Kurt and Corvi Nicola and Eglin Ion and Herren Tobias and Jecklin Barbara and Jenoure Cédric and Jörg Florian S. and Maag Harald and Moser Martin and Mosimann Daniel and Peter Thomas and Rüedi Pascal and Schönenberger Thomas and Wind Christian and Wohlgemuth Sascha, in: Begg Peter F.C. (ed.), International Handbook - Corporate Acquisitions and Mergers, The Netherlands 2022«This is a reprint from the «International Handbook – Corporate Acquisitions and Mergers: Switzerland», published by Wolters Kluwer, The Netherlands 2020, with the permission of Kluwer Law International. Copyright: Bratschi AG, 2022.»

Update zur Revision der schweizerischen Datenschutzgesetzgebung und neue Vorgaben bei der Bekanntgabe von Personendaten ins Ausland

Bieri Adrian, in: Bratschi Compliance-Newsletter, April 2022

Update zur Revision der schweizerischen Datenschutzgesetzgebung und neue Vorgaben bei der Bekanntgabe von Personendaten ins Ausland

Bieri Adrian, in: Bratschi Newsletter, Dezember 2021

Wettbewerbsrecht II Kommentar

Weber Rolf H. zusammen mit Bieri Adrian, in: Matthias Oesch/Rolf H. Weber/Roger Zäch (Hrsg.), 2. Auflage, Zürich 2021

Meldungen von Verletzungen der Datensicherheit

Bieri Adrian zusammen mit Powell Julian, in: AJP 6/2021, 780 ff.

Informationspflicht nach dem totalrevidierten Datenschutzgesetz

Bieri Adrian zusammen mit Powell Julian, in: AJP 2020, 1533 ff.

Switzerland - Corporate Acquisitions and Mergers

Aliotta Elisa and Arpagaus Reto and Babey Adélaïde and Barrot Mechaël and Bazzi Claudio and Bieri Adrian and Blickenstorfer Kurt and Boss Walter and Dannacher Myriam and Eglin Ion and Herren Tobias and Jecklin Barbara and Jenoure Cédric and Jörg Florian S. and Maag Harald and Monge Stefanie and Moser Martin and Mosimann Daniel and Peter Thomas and Rüedi Pascal and Schönenberger Thomas and Villard Alain and Wind Christian and Wohlgemuth Sascha and Zraggen Pascal, in: Begg Peter F.C. (ed.), International Handbook - Corporate Acquisitions and Mergers, The Netherlands 2020«This is a reprint from the «International Handbook - Corporate Acquisitions and Mergers: Switzerland», published by Wolters Kluwer, The Netherlands 2020, with the permission of Kluwer Law International. Copyright: Bratschi AG, 2020.»

Die Totalrevision des schweizerischen Datenschutzgesetzes - was sind die wichtigsten Neuerungen und was müssen Unternehmen für die Umsetzung tun?

Bieri Adrian, in: Bratschi Newsletter, Dezember 2020

Die Totalrevision des Bundesgesetzes über den Datenschutz

Bieri Adrian zusammen mit Powell Julian, in: Jusletter 16. November 2020

Switzerland - Technology M&A 2020

Arpagaus Reto, Bieri Adrian, Maag Harald, Rizzi Marco, in: Getting The Deal Through - Technology M&A, 2019<div class="content">Reproduced with permission from Law Business Research Ltd. This article was first published in Getting the Deal Through: Technology M&A 2018, (published in November 2018; contributing editors: Wood William D., Miller Neil Q., Stebbing Holly, Varnado Lauren W. and Ibrahimov Ayaz). For further information please visit > www.gettingthedealthrough.com.

Können VR-Mitglieder persönlich für Verstösse gegen das Schweizer Kartellgesetz haftbar werden?

Bieri Adrian, in: Recht relevant. für Verwaltungsräte 2/2019, S. 10

Switzerland - Technology M&A 2019

Arpagaus Reto, Bieri Adrian, Maag Harald, Rizzi Marco, in: Getting The Deal Through - Technology M&A, 2018<div class="content">Reproduced with permission from Law Business Research Ltd. This article was first published in Getting the Deal Through: Technology M&A 2018, (published in November 2018; contributing editors: Wood William D., Miller Neil Q., Stebbing Holly, Varnado Lauren W. and Ibrahimov Ayaz). For further information please visit > www.gettingthedealthrough.com.

Stimmen Ihre Vertriebsverträge noch mit dem aktuellen schweizerischen und europäischen Wettbewerbsrecht überein?

Wind Christian und Bieri Adrian, Newsletter BWB, November 2015

Aktivlegitimation des Gesellschaftsgläubigers zu Klagen gegen Gesellschaftsorgane im Konkurs der Gesellschaft - Besprechung des Urteils 4A_428/2014 des Bundesgerichts vom 12.01.2015

Ceregato Mirco zusammen mit Bieri Adrian, in: GesKR 2/2015, S. 295

Notwendige Compliance-Massnahmen in Unternehmen mit Blick auf das Desorganisationsdelikt gemäss Art. 102 Abs. 2 StGB

Wind Christian und Bieri Adrian, Newsletter BWB 02/2013

Statutarische Beschränkungen des Stimmrechts bei Gesellschaften mit börsenkotierten Aktien

Bieri Adrian, in: Schweizer Schriften zum Handels- und Wirtschaftsrecht (SSHW), Bd. 303, Diss. Zürich 2011

Verwaltungsratsbeschlüsse - Welche Beschlüsse hat der Verwaltungsrat in welcher Form zu treffen? Können Beschlüsse auch per E-Mail gefasst werden?

Bieri Adrian und Iseli Thomas, Newsletter BWB 01/2011

Gesellschaftsrecht - Literaturspiegel der Jahre 2003–2007

Bieri Adrian, zusammen mit Marti Gabriela/Vogt Hans-Ueli, in: ZSR 2008/I, S. 135–177

Aktienrecht - Entwicklungen 2007/08

Bieri Adrian, zusammen mit Vogt Hans-Ueli/Zuberbühler Ivo, in: njus.ch 2007

News

Bratschi advises Hypothekarbank Lenzburg AG in connection with Coop's new digital account and pension solution «Coop Finance+»

With Coop Finance+, Coop is launching a new and fully digital solution for financial and pension products together with several partners from the financial and service sector. In collaboration with Hypothekarbank Lenzburg AG as banking partner, various banking products are offered digitally via Coop Finance+.

09.11.2023

Bratschi AG berät Ardian bei dem Erwerb einer Beteiligung an der Mimacom Flowable Group in den Bereichen IP-, IT- und Datenschutzrecht

13.04.2023

Bratschi advises jim & jim in connection with joining the agency alliance «Team Farner»

21.02.2023

Otto Group Acquires a Majority Stake in the Medgate Group

24.03.2022

SMARTCOMMS SC LIMITED acquires all shares of Assentis Technologies AG

16.02.2021

Bratschi Ltd. represented DDC Diagnostics Center, Inc., in its acquisition of AgeaCare GmbH und er Swanfort Ltd.

29.12.2020