



Alesch
Staehelin,
Digital
Lawyer
&
Counsel (DLC)®

Data, IT/IP & Media

Expertise

Alesch Staehelin is a counsel, dealmaker, negotiator, litigator and legal manager specializing in **data, IT/IP & media**. With 20+ years of experience, his focus is on drafting all types of IT contracts (outsourcing, cloud, hosting, integration, licensing, telecoms, etc.), negotiating & closing complex, time-sensitive cross-border tech deals (particularly in regulated industries), new laws affecting digital transformation (GDPR, Swiss Data Protection Act, EU Copyright Directive, etc.), cybersecurity, emerging technologies (AI, IoT, MedTech, LegalTech, FinTech, blockchain, VR/AR, etc.), e-commerce, social media, entertainment, copyright, trademarks, patents, unfair competition, advertising, mediating troubled projects and conducting legal proceedings (litigation & arbitration).

As a **former senior in-house counsel (more than a decade at IBM in various international lead positions)**, Alesch speaks his clients' language and understands their exact needs – drafting, negotiating & closing, rendering general legal advice, developing business & compliance strategies, etc. Clients making deals with large tech companies benefit from his deep knowledge of the structures, specific standards and internal decision-making processes of such companies and his extensive personal network. A true entrepreneur, Alesch also spent **several years as a partner in another Swiss boutique law firm**.

For some of his clients (e.g., for many SMEs and startups), Alesch acts not only as their external in-house counsel in selected areas of the law but also as their **Digital Lawyer & Counsel (DLC)®: External legal department** for all corporate issues affecting a modern company (incl. legal interim and/or part-time management), digital transformation & LegalTech advisor, external data protection officer (DPO), external (regulatory) compliance manager (incl. competition law matters).

Practice Areas

- **Data & Cyberspace:** Swiss data protection law, GDPR, etc. – all content industry related matters; IT security; Swiss banking secrecy
- **Information Technology (Tech Industry):** IT contracts, procurement & sourcing, digital transformation, e-commerce, social media, telecoms, artificial intelligence, internet of things, etc.
- **Intellectual Property & Unfair Competition:** Copyright, trademarks, business & domain names, designs, patents, know-how, licensing, distribution, advertising
- **Media & Entertainment:** Film, TV, music, publishing, eSports, gaming, journalism, multimedia, social media, theater, arts & culture, sports; collective rights management & tariff negotiations
- **External Legal Department:** On-demand counsel & interim/part-time legal management – commercial, corporate, employment and competition law support; external data protection officer (DPO) and (regulatory) compliance officer services

Selected Publications

- Responsible AI: A Global Policy Framework (co-author), 2nd ed. 2021
- Nach Projektabschluss: Was ist erlaubt? Computerworld, August 2020, 14 et seq.
- Licensing, Litigation, and Negotiation Strategies in the (Information) Technology Industry, in: ZEILER/ZOJER (eds.): Resolving IP Disputes, 2018, 69 et seqq.
- Und jetzt? Massnahmen bei Cyberangriffen, Computerworld, November 2018, 35
- Commentary on arts. 41-50 and 62 TRIPS, in: COTTIER/VÉRON (eds.), Concise International and European IP Law, 3rd ed. 2015 (Kluwer Law International)
- Rechtliche Aspekte der Musikindustrie, in: ARTER/JÖRG (eds.), Entertainment Law, 2006, 29 et seqq. (Stämpfli)
- Suche nach billigen Aids-Medikamenten, NZZ no. 178, 4./5.8.2001, 21 (= Jusletter, 19.11.2001); winner of the „WIPOUT“ award (international IP contest)
- Technologietransfer an den schweizerischen Hochschulen, GRUR Int. 1999, 219 et seqq. (co-authored with MARTIN J. LUTZ)
- Das TRIPS-Abkommen. Immaterialgüterrechte im Licht der globalisierten Handelspolitik, 2nd ed. 1999 (Stämpfli)
- Auf dem Weg zu neuen Ufern im Immaterialgüterrecht, NZZ no. 99, 30.4.1997, 23

Prior Positions

2018-2021	Partner, TIMES Attorneys, Zurich
2008-2018	Lead Counsel, IBM, Zurich
2004-2007	Senior Associate, MLL Meyerlustenberger Lachenal Froriep, Zurich
2002-2003	Senior Associate, Bär & Karrer, Zurich
1997-2001	Associate, Lenz & Staehelin, Zurich
1997	Junior Editor (Foreign Affairs), NZZ, Zurich
1995	Research & Teaching Assistant, Univers. of Zurich
1994-1997	Junior Editor, Handelszeitung, Zurich/Brussels

Education

2002	LL.M. (entertainment law)	University of California, Los Angeles (UCLA School of Law)
2000	Admission to the Zurich bar	Admitted to all Swiss courts
1996	Dr. iur. (IP law)	University of Zurich
1994	lic. iur.	University of Zurich
1991	Political science & music	City University of New York

Languages

German, English, French, Spanish

Contact

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