



## Jiří Čermák

*Attorney at Law & Arbitrator & Consultant*

### Practice focus

Jiří Čermák specializes in information technology law (in particular, computer and software law, internet law, and IT outsourcing), as well as intellectual property law (especially trademark, copyright, and media law) and related litigation.

### Previous Experience

Jiří served as an attorney and held the position of a partner at the international law firm Baker McKenzie in Prague for over 21 years. During his tenure, he assumed the role of the head of the Intellectual Property and Technology Practice Group.

### Representative clients, cases or matters

- Advising a **consortium of major Czech banks** and a **mobile phone operator** on the IT aspects of the acquisition of a local certification authority, with respect to electronic signatures, software and hardware contracts, software maintenance contracts and software escrow contracts
- Advising a **Czech bank** in connection with the purchase of its banking system (hardware and software) from the Czech IT provider and integrator
- Advising a **major Czech bank** on all aspects relating to acquisition of new core banking system, including drafting all related IT contracts
- Advising a **major Czech bank** with respect to development and integration of IT solution for streamlining and personalizing of credit application processes by Italian software development company.
- Advising a **major Czech bank** with respect to payment card acceptance agreement, SLAs and IT support and maintenance agreements with various merchants in the Czech Republic
- Advising a **major Czech Internet service and content provider** in negotiating various e-banking agreements with major Czech banks focusing on electronic banking and in negotiating agreements on electronic media, electronic magazines and the supply of electronic content with major Czech publishers
- Advising a **major Czech Internet service and content provider** on various aspects of Internet law, including liability of content and hosting providers; electronic fraud, internet criminality and abuse of web technologies; copyright aspects of Internet and on e-contracting
- Advising a **major Czech phone operator** with respect integration of its SAP system, including negotiation of software license and software support and maintenance agreements
- Advising a **major Czech phone operator** with respect to launch of IPTV and video-on demand project (“television and video over the Internet” project), including negotiations with IT solution providers and IT system integrators

#### Global areas of practice:

Information Technology & Communications  
Intellectual Property  
Dispute Resolution  
International Commercial & Trade

#### Areas of expertise:

Brand Enforcement  
Brand Management & Licensing  
Copyright  
Software Law  
Internet Law  
Domain Names  
E-Commerce  
Digital Media & Content  
IP Litigation  
Technology Litigation  
IP Transactions  
Technology Transactions  
Technology Outsourcing

#### Languages:

Czech  
English

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- Advising a **major international Internet service and content provider** on various aspects of Internet law, including liability of content and hosting providers; electronic fraud, internet criminality and abuse of web technologies; copyright aspects of Internet and on e-contracting
- Advising an **Australian bio research company** on Technology licensing focused on in vitro-fertilization
- Advising **Austrian Internet content provider** on electronic clipping services, including negotiating with various Czech publishers
- Advising **major international bank** on credit card payment processing and outsourcing of related IT services, including automatic electronic data processing, server hosting; cross-border data flow and data maintenance and protection
- Advising various IT companies on software and technology export and imports in light of the legislation on control of dual-use items
- Advising a **large international pharmaceutical company** in an unfair competition litigation against a Czech infringer of product labelling
- Advising a **major US pharmaceutical company** on full trademark and patent (inc. SPCs) enforcement services
- Advising a **renowned international accounting and consulting company** against a Czech infringer of trademark and business name rights
- Advising a **major Czech bank** with various copyright and software rights licensing issues
- Advising a **major Czech telecommunications provider** with respect to IPTV related issues, namely content licensing, negotiations with collective administrators and DRMs
- Advising a **renowned software company** in the purchase of a Czech developer of the Internet and intranet development tools, including intellectual property embedded in the assets
- Advising a **US producer of computer games and other entertainment software** on copyright and trademark enforcement services
- Advising **ZOO Prague** on legal aspects of creation and licensing of new logo
- Representing **French perfume producers** in court disputes relating to sales of parallel imported goods and selective distribution systems
- Representing **Czech Internet portal** in court litigation concerning database rights
- Advising various clients in relation to an “.eu”. “cz” and “.com” domain name alternative dispute resolution with respect to various domain names
- Advising various clients on copyright levies issues in the Czech Republic as well as Slovakia

### **Publications, presentations and articles**

Jiří is the author of a book entitled “Internet and Copyright Law,” published in 2001 and 2003 (2nd edition), as well as various articles on copyright, software and technology law.

He is also the co-author of acclaimed publication "Internet law" (2016), a study “Enforcement of Intellectual Property Rights in the Czech Republic” (2004, 2010) and “Cyber Law in the Czech Republic” (2012, 2015).

Jiří is also author of various articles on copyright, software and technology law and regularly lectures on copyright and trademark law in various institutions (Czech Industrial Property Office, Law Faculties in Prague and Brno, European Patent Office in Munich, etc.) and speaks at international and regional professional conferences as an IT/C law expert.

### **Professional affiliations**

Jiří is an arbiter for .EU and .CZ domain name Alternative Dispute Resolution and UDRP panellist.

He is also a member of the editorial boards and governing bodies of ICT-law focused scientific journals and international conferences in the Czech Republic.

Jiří is an appointed Arbiter for WIPO Arbitration and Mediation Center and Arbitration Court attached to the Czech Chamber of Commerce and the Agricultural Chamber of the Czech Republic.

Jiří is a member of ALAI (Association littéraire et artistique internationale) Czech Republic.

## Awards and rankings

- Band 1 Lawyer: Jiří Čermák  
**Chambers Europe | TMT | Czech Republic | 2015-2023**
- Hall of Fame: Jiří Čermák  
**Legal 500 | TMT | Czech Republic | 2022-2023**
- Band 1 Lawyer: Jiří Čermák  
**Chambers Europe | Intellectual Property | Czech Republic | 2015-2023**
- Leading Lawyer: Jiří Čermák  
**Legal 500 | Intellectual property | Czech Republic | 2020-2023**
- IP Star / Trade Mark Star: Jiří Čermák  
**Managing IP | Czech Republic | 2015-2023**
- Tier 1 (Gold): Jiří Čermák  
**World Trademark Review | Czech Republic | 2016-2023**

## What others are saying

- *“He is a very able and experienced lawyer.”*  
**Chambers Europe | TMT | Czech Republic | 2023**
- *‘Jiří Čermák has the ability to handle and manage very complex matters in a structured and “easy to follow” way. He has the ability to explain even very sophisticated matters and complex issues to laymen, and has a deep and profound knowledge.’*  
**Legal 500 | TMT | Czech Republic | 2023**
- The ‘exceptional’ Jiří Čermák...  
*‘We work mostly with Jiri ..., especially on more complex or litigious matters. Jiri is exceptional. A bright mind, very good negotiation skills and still (bearing in mind his seniority) an expert in his field, also when it comes to keeping up with legal developments, case law etc.*  
*‘Jiri Cermak – very skilled in handling complex issues, coordinating team and delivering what we need; He has a surprisingly good understanding of technical aspects of IT industry.’*  
**Legal 500 | TMT | Czech Republic | 2022**
- Jiří Čermák is ‘a genuine legal expert in IP and IT law with the bonus of being business oriented’; he has ‘very good negotiation skills combined with a hardworking approach’.  
**Chambers Europe | TMT | Czech Republic | 2022**
- *“Jiří is a very good practitioner.”*  
**Chambers Europe | Intellectual Property | Czech Republic | 2023**
- *‘Jiří Čermák is a leading expert, especially in domain name disputes.’*  
**Legal 500 | Intellectual property | Czech Republic | 2023**
- ...“an extremely diligent, commercially focused and efficient professional, who always provides excellent advice through using the perfect blend of legal and practical analysis. He is one of the top experts on internet law and domain name disputes in the Czech Republic, and uses his great communication and negotiation skills to operate effectively under huge time pressure.”  
**World Trademark Review | Czech Republic | 2023**
- *‘Jiri Cermak – very clear advice, able to understand client needs and reflect them in strategy; he always adds something extra. Very strong in litigation and dispute resolution in general.’*  
**Legal 500 | Intellectual property | Czech Republic | 2022**
- A client emphasises that *“his expertise in complex IP matters is priceless.”*  
**Chambers Europe | Intellectual Property | Czech Republic | 2022**

## **Education and admission**

Jiří is a 2000 graduate of the Law Faculty of Charles University in Prague. In 2000 –2001 he studied law at K.U. Leuven, Belgium. In May 2002, he obtained the JUDr. academic title.

Jiří is a licensed attorney admitted to the Czech Bar and Slovak Bar.