

Alexander Hofmann

Rechtsanwalt

lic. iur. (Zurich University)

PGCert Computer & Communications Law (Queen Mary University, London)

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EDUCATION, ADMISSION TO THE BAR

Queen Mary University of London, UK Postgraduate Certificate in Computer and Communications Law	01/2014 – 11/2015
Bar of the Canton of Zurich Admission to the bar	08/2007
University of Zurich, Law School, Zurich Licentiatius iuris degree	08/1997 – 12/2003
University of Westminster, London, UK European union law, public international law and human rights (bachelor degree)	10/2000 – 06/2001
Disneyland College Program, Anaheim, California Cultural exchange program inc. summer job at Disneyland	06/1996 – 10/1996
Kantonsschule Rychenberg, Winterthur Matura degree	08/1989 – 01/1996

PROFESSIONAL BACKGROUND

LAUX LAWYERS AG, Zurich

Partner

since 06/2016

- IT Law: Advisory, drafting and negotiating of IT, IP and general sourcing/procurement contracts (IT outsourcing agreements, utilities, IT project agreements (incl. agile projects), cloud computing agreements (SaaS, IaaS, PaaS, ASP), global framework agreements, services agreements, software license and maintenance agreements, purchase agreements, market data licensing agreements, contracts for work). Advisory on all IT-Law aspects, including digitization initiatives.
- Outsourcing: Legal and regulatory (incl. banking regulatory) advisory on large scale (global) outsourcing initiatives (group internal outsourcings as well as external outsourcings), Utilities, Cloud Computing.
- Data Protection and Privacy Laws: Advisory on cross-border and cross-entity data transfers, bank client confidentiality, data protection and other privacy issues. Legal advice on data access governance regarding sensitive data hosted in IT-systems.
- Information and Communication Technology Law,
- Information Security Law.
- General Commercial & Contract Law, also in international context
- Intellectual Property, Unfair Trade, Communication, and Trademark Law: Advisory on marketing activities (such as campaigns, online marketing, print publications, ads, TV-spots and marketing events), e-commerce, as well as sponsorship engagements.

Credit Suisse AG, Zurich

Senior Technology Legal Counsel

02/2012 – 05/2016

- Advisory in all aspects of IT law (incl. outsourcing), contract law, and data protection law.

Credit Suisse AG, Zurich

IP Legal Counsel

11/2010 – 02/2012

- Advisory in IP law, contract law, unfair trade and communication law, and trademark law.

Werder Viganò Attorneys, Zurich*Senior Associate*

01/2004 – 06/2010

- Advisory and forensic in contract law, commercial law, civil law, procedure law, debt enforcement and bankruptcy law, entertainment law, IP law, and trademark law.

MME Partners, Zurich*Legal Assistant (part time during University)*

07/2001 – 01/2004

- Preparing Panelist decisions for WIPO (World Intellectual Property Organization) Panelists on Domain Name Dispute Resolution.

Swisscargo AG, Zurich-Airport*Management Assistant (part time during University)*

08/1999 – 08/2000

- Unit „Business Development & Alliances“

INTERNATIONAL EXPERIENCE

- **London** (UK) 10/2000 – 06/2001
- **Los Angeles** (California) 06/1996 – 10/1996
- **Wroclaw** (PL), several short term assignments 05/2012 – 05/2014

LANGUAGES

- **German** (mother tongue)
- **English** (proficient; TOEFL, 102 pts. (2013); University of Cambridge Certificate of Proficiency in English, Grade A (2001))
- **French** (profound knowledge of legal briefs; sound written and oral knowledge)

ACTIVITIES

- Editor, publisher, and author of an illustrated art book on Swiss Football and Stadiums Culture (“Stadionwurst”, released March 2011): idea, conception, planning, project lead coordination and marketing; acquiring and supervision of authors, photographers and other contributors, involved in creation of layout, author.
- Football (supporter), Disc Jockey (DJ), Hiking, Cooking, Biking