

Dr. Katrin Stadler



- German Attorney at Law since 2004
- Certified Intellectual Property Law Specialist since 2011
- Junior Partner at SCHIEDERMAIR since 2009

Practice Areas

- Competition and Fair Practices
- Intellectual Property
- Data Protection
- IT
- Distribution

Practice Summary

Dr. Katrin Stadler practices intellectual property law, e-commerce law, competition law, data privacy law, and distribution law. Specifically, she:

- Has advised on e-commerce matters with an emphasis on websites and online shops (terms and conditions, customers' right to revoke online orders, legal notifications, data privacy policies, etc.)

- Has over ten years of experience advising on general terms and conditions for B2C as well B2B contracts
- Advises on competition law matters, including in the pharmaceutical industry, e.g., with respect to planning and arranging promotional activities and advertising
- Represents clients before all German courts in competition matters, whether as plaintiff's or defense counsel
- Provides comprehensive advice on intellectual property issues, in particular on trademark and copyright matters; registration of intellectual property (trademark prosecution) and administration and supervision of trademarks
- Advises on data privacy matters, in particular marketing issues and the use of customers' personal data; also represents clients before data protection authorities
- Prepares and drafts licensing agreements, in particular in the software industry
- Advises on distribution law matters, in particular franchising; advises and consults with clients on establishing and operating franchise systems

Representative Client Matters

- Advise one of Germany's largest pharmaceutical companies that specializes in diabetes products on data privacy, competition law, and copyright matters, in particular on operating online shops, including general terms and conditions, data privacy notices, legal notices, and the creation of customer loyalty programs
- Advise one of Europe's largest photography corporations on data privacy and competition law regarding establishing and executing marketing plans; represent this company also in competition law disputes with competitors
- Serve as data privacy officer to a large automobile manufacturer
- Ongoing advice to a German cruise ship operator on general contract and competition matters
- Advise a major German fashion label on all aspects of establishing and operating an online shop
- Prepare general terms and conditions for B2C and B2B transactions for leading companies in the following industries: candies and sweets, household appliances, toys, as well as cleaning supplies and detergents
- Advise manufacturer of soft drinks on general terms and conditions and data privacy matters with respect to market entry of a new concept involving ordering and delivering recipes and foods for self-cooking
- Comprehensive legal advice for the market entry of a new online gambling site
- Advise one of Germany's top ophthalmology franchises in competition and franchise law matters
- Advise on the registration, objection, and dissolution proceedings of trademark matters before Germany's Patent and Trademark Agency (DPMA), the World Intellectual Property Organization (WIPO), and the Office for Harmonization in the Internal Market (OHIM)
- Advise on distribution matters for a large German catering business in the system catering industry

Publications and Speaking Engagements

Selected Publications

- Zulässiger Preisänderungsvorbehalt in Reisekatalogen (*Permissible Reservation to Change Prices in Travel Catalogues*), IP-Rechts-Berater 2010, 202
- Platzierung von Preisangaben im Onlineshop (*Placement of Price Information for Online Shops*), IT-Rechts-Berater 2010, 158
- Unzureichende Garantieerklärung in Internet-Auktionsangebot (*Inadequate Warranty for Offers Made by way of an Auction over the Internet*), IT-Rechts-Berater 2010, 131
- Unberechtigte Bildveröffentlichung im Internet (*Unauthorized Publication of Pictures on the Internet*), IT-Rechts-Berater 2009, 269
- Wettbewerbswidrige Preisverschleierung in Onlineangebot (*Unfair Concealment of Prices in Online Offers*), IT-Rechts-Berater 2009, 105
- Unwirksamkeit von Cold-Call-Verträgen (*Invalidity of Agreements Made on the Basis of a Cold Call*), IT-Rechts-Berater 2008, 271
- Mutmaßliche Einwilligung in Telefonwerbung (*Presumed Consent for Advertising over the Telephone*), IT-Rechts-Berater 2008, 176
- Wegfall der Eilbedürftigkeit bei Wettbewerbsverstoß (*Disappearance of Necessity of Urgency for Unfair Trade Practices*), IT-Rechts-Berater 2008, 7
- Kein Spam bei Bestätigungsmail in Double-Opt-In-Verfahren (*Not Spam with Confirmation Email in a Double Opt-In Procedure*), IT-Rechts-Berater 2007, 273
- Markenverletzung durch "Nicht-Angebot" in Internetportal (*Trademark Violation through a „No Offer“ on an Internet Website*), IT-Rechts-Berater 2007, 253
- Keine Übernahme fremder Pressemitteilungen auf eigene Website (*No Assumption of Third-Party Press Releases on Own Website*), IT-Rechts-Berater 2007, 180
- Das Versorgungselement im gesetzlichen Pflichtteilsrecht - mit Bezug zum englischen Erbrecht (*The Element of Maintenance in Statutory Right to Share – Reference to English Inheritance Law*), 2004

Professional Memberships and Activities

- German Association for the Protection of Intellectual Property and Copyrights (*Deutsche Vereinigung für Gewerblichen Rechtsschutz und Urheberrecht e.V.*)

Education and Career

Katrin has been a German Attorney at Law since 2004 and a Junior Partner at SCHIEDERMAIR in Frankfurt since 2009. She is a Member of the Intellectual Property, IT, Distribution Practice. Katrin advises both German and foreign clients on intellectual property matters, in particular on competition law, pharmaceutical law, trademarks, copyrights, and distribution law. She also focuses on the

interconnection between IT law and general contact law, in particular with respect to ecommerce, data privacy, and licensing matters.

Katrin studied law and political science at the Philipps-Universität in Marburg, Germany and the Albert-Ludwigs University in Freiburg, Germany. As part of her doctoral thesis, she was a Visiting Scholar at Cambridge University for a few months. She earned her Doctorate in 2004.

While completing her doctoral thesis, Katrin worked as an Editor at *Deutsches Recht* (German Law), a monthly legal publication and at CLIFFORD CHANCE in Duesseldorf. During her studies, she also completed an internship at the German Desk of KIRKLAND & ELLIS LLP in London.


Languages


German

English

Contact

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