

# Anna Jussil Broms

## Partner, Lawyer



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Location	Stockholm
Mobile	+46 70 653 23 50
Language	English, Swedish
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Anna Jussil Broms drafts and negotiates commercial contracts relating to IT, technology, intellectual property rights, sports, media, distribution and franchise. She acts for both global groups of companies as well as small and medium sized enterprises.

Anna advises clients on complex contracts concerning software licensing, distribution, cloud computing, social media, data protection and e-commerce. She is experienced in registration, licensing and litigation relating to intellectual property rights and regulatory issues and contentious matters in the media- and telecom sectors. She is also active within the firm's Corporate practice group, focusing on company acquisitions and co-operations.

In 2021 edition of Legal 500 IP, Anna and the IPT group in Sweden which she heads have received the following testimonials "Anna Jussil Broms is experienced and knowledgeable. Even though she may conduct a full legal assessment, she knows what advice the client is looking for and can identify the overall risks. She pays high attention to the clients and provides quick responses. With her network within DLA Piper, she provides great value to businesses making important decisions.'

'Partner Anna Jussil Broms is very nice to work with, she is very confident at understanding the legal issues in our business, she

gives direct and practical advice that gives us a clear understanding of how to mitigate risks in our business.'

# Qualifications

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Professional background	Partner and Head of IPT, Advokatfirma DLA Piper Sweden KB	2020-
	Senior Associate, Advokatfirma DLA Piper Sweden KB	2016-2019
	Senior Associate, Advokatfirma DLA Nordic KB, Stockholm	2010-2016
	Associate, Advokatfirma DLA Nordic KB, Stockholm	2009-2010
	Associate, MAQS Law Firm Advokatbyrå AB, Stockholm	2004-2009
	Lecturer in Media Law, Stockholm University	2003-2005
	Internship, The Marshall Firm, New York, N.Y. U.S.A	2002

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Education	LL.M., Stockholm University	2003
	Studies in Computer and Systems Science, Stockholm University	2001

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Memberships	The Swedish Bar Association (since 2010)	
	The Swedish Association for the Protection of Intellectual Property Rights (SFIR)	
	The Swedish Association of Copyright (SFU)	
	The Swedish Association of IT & Law (ADBJ)	

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# Experience

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Selected experience	<p>Assisted one of the largest trade unions in Sweden with the establishment of contracts and negotiations regarding procurement, licensing, support and maintenance of an IT solution for handling member issues, pension payments and related services</p> <p>Assisted one of the largest engineering consulting companies in the Nordics in the technology areas of energy, industry, infrastructure, real estate and telecom</p> <p>Assisted one of Sweden's largest multinational companies in contract negotiations and the implementation of standardized contracts for the purchase of a new CRM solution and associated services</p> <p>Anna provides ongoing advice to one of the largest card payment service providers in Europe and her assignments include licensing of electronic payment solutions, collaboration and customer agreements, data protection and regulatory issues</p> <p>Advisor to one of the largest multinational companies in Sweden in relation to the company's outsourcing of its IT infrastructure on a global basis across 100+ jurisdictions</p> <p>Anna is legal advisor for the leading Sweden-based business in the provision of electric scooter rentals in Europe</p>
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# Ranking

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Legal 500 2021

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Legal 500

Ranked in Legal 500 in Intellectual Property and Media 2023  
Ranked in Legal 500 in IT and Telecoms 2023

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# Services

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Intellectual Property and Technology



Intellectual Property and Technology

# Sectors

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Media, Sport and Entertainment



Technology



Technology



Media, Sport and Entertainment