



**IP, IT and Media  
Practice**

**BIRIŞ·GORAN**  
Legal + Tax



## **Firm Presentation**


The Biriş Goran law firm was launched in 2006. Since then, we have quickly established ourselves as counsel of choice for heavyweight international investors and local entrepreneurs alike. Chambers, PLC Which Lawyer? and Legal 500 have all listed us as top practices in Romania within our areas of specialty.

We have the resources and expertise to execute transactions to international standards. Large or small, domestic or cross-border, where and whenever needed.

Our 30+ attorney team is composed of experienced professionals supported by bright young talent, all with strong backgrounds from local and global firms. A large number of our lawyers are also trained and licensed to practice in the US and Canada. The result? Business-driven advice delivered on time and in a manner that meets, and often exceeds, our clients' expectations.

This is one of the main reasons why we have been involved in high-profile, complex, multi-million EUR transactions, representing an array of leading multinationals, investment funds, entrepreneurs and high net worth individuals.

In Romania's economy, vast opportunities go hand-in-hand with risk. We believe that our unique strengths make us the premier choice for getting you safely where you want to be in Romania and the wider region.






## **Intellectual Property, Information Technology and Media Practice**

The members of the group have extensive experience with business, media, technology and intellectual property issues.

We work with all manner of clients whether they are start-ups, private companies, hedge funds or multinational publicly traded companies.


We provide services in all areas of intellectual property (non-patent) and information technology, including Internet and e-commerce, joint ventures, technology related mergers as well as acquisitions and technology licensing.



## Selected Recent Track Record

This presentation of our main recent track record is in no way exhaustive. We would be pleased to provide you with more detailed information upon request.

- Lead counsel for U.S.-based hedge fund in its acquisition of stakes in leading Romanian websites and ongoing investments;
- Lead counsel regarding multi-million EUR investment in the first international massive online social strategy game <[www.erepublik.com](http://www.erepublik.com)>;
- Lead counsel to HotNews, Romania's leading online news / media company, relating to sale of majority to well-known world-wide media company (ongoing);
- Lead counsel to Trilulilu.ro (largely known as Romania's YouTube, and the leading on-line entertainment platform) relating to successful fundraising stages (with funding raised from London-based investment funds), involving share capital increases and debt conversions by participating international VC investors and foreign angel investors;
- Lead counsel to Trilulilu.ro regarding dispute with the Romanian Music Industry Association relating to royalties arising from protected media content and contract negotiations with several widely known record label companies, including the Universal Group;
- Ongoing lead counsel to Publicis Groupe, one of the world's largest advertising and media services conglomerates, with respect to various acquisitions in Romania;
- Lead counsel to Zitec.com relating to its purchase of an ownership interest in U.S.-based VideoPublishing.com, a leading developer of new streaming video technology;
- Lead advisor to two business angels as regards an investment in a Romanian internet start up relating to the providing of online flower delivery services;
- Assistance to the managers of a software development company in a leveraged buy out transaction;
- Lead counsel to Policolor (Romania's largest paint manufacturer) in successful defense against action initiated by Romanian Advertising Council relating to alleged false advertising claims arising from then-current TV advertising campaign and regarding various trademark portfolio related issues;
- Lead advisor to shareholders of one of Romania's leading HR/job information sites [www.desprefirme.com](http://www.desprefirme.com) with respect to their exit.



In addition to the aforementioned transactions, while working for previous law firms, lawyers comprising the IP, IT & Media team have been involved in major cross-border transactions, some of which are listed below, enabling them to gain substantial experience.

- Legal assistance to Ixia Inc. ([www.ixiacom.com](http://www.ixiacom.com)), an American leading global provider of IP network testing solutions listed on NASDAQ, on the occasion of the purchase of the shares of G3 Nova Technology operating on the Romanian IT sector;
  - Legal advisor to the sellers as regards the sale of their shareholding in a Romanian IT company to Mysis plc ([www.mysis.com](http://www.mysis.com)), a global supplier of IT solutions to the banking industry;
  - Lead local counsel on pre-IPO restructuring of PwC Consulting (Central and East European entity) as part of global restructuring of PwC Consulting Ltd. for pending public offer in U.S. and subsequent acquisition by IBM;
  - Lead advisor representing sellers in acquisition of IT company (Deloitte & Touche subsidiary) establishing and administering the electronic Hungarian pension distribution system;
  - Lead advisor representing founding entrepreneurs in pre-IPO investment in leading Hungarian recruitment website - [www.cvonline.hu](http://www.cvonline.hu);
  - Lead advisor representing founding entrepreneurs in pre-IPO investments in leading Hungarian portal website - [www.index.hu](http://www.index.hu); and
  - Lead counsel in successful domain name litigation (dispute resolution procedure before the WIPO) involving ICANN domain dispute rules.
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## VentureConnect


### An innovative investment platform designed for the IT/on-line sector

At present, the IT/on-line market sector is expanding, meaning that Romania has finally become very attractive for major investors, while at the same time major investors face a serious challenge due to local entrepreneur's lack of experience in dealing with major potential investors and the standard practices in this regard.

Venture**Connect** ([www.venture-connect.ro](http://www.venture-connect.ro)), an initiative of Biriş Goran, launched in June 2010, is an unparalleled project designed to facilitate investors' direct contact with local on-line/IT entrepreneurs who have already established successful ventures requiring additional substantial investments. Specifically, Venture**Connect** is the first platform of its kind that has ever been set up in Romania which allows direct interaction between investors and entrepreneurs seeking over EUR 100,000 in investments.

Recognizing the tremendous potential of this market sector, the strong interest of investors together with their investment parameter requirements, Venture**Connect** is setting up a forum to periodically bring together for a one day event in Bucharest a selected number of investors and pre-screened entrepreneurs (or entrepreneurial teams) for a maximized direct business and results oriented interaction. Unique to Romania, Venture**Connect** has an Advisory Board whose members represent the wide-spectrum of players on the Romanian on-line/IT market, major investors, successful entrepreneurs and experienced foreign and Romanian legal advisors. Along with its attorney founders, Ana Maria Andronic (Senior Associate with Biriş Goran) and Daniel F. Vişoiu (Partner with Biriş Goran), the advisory board members include Marius Ghenea, Radu Georgescu, Orlando Nicoară and Dragoş Rouă.






Each forum event is structured in two sessions: a morning session where the selected entrepreneurs pitch their projects before all the attending investors and an afternoon session where the entrepreneurs get the opportunity to have a one-to-one detailed discussion with who expresses interest in a particular project during the morning session.

The first event, attended by twenty investors, including international investors such as BlueSky Capital from France, Intel Capital and 3TS Capital from the U.S., GED Capital Development from Spain and Fraser Finance (a leading U.K.-based specialist investment banking firm) proved that the concept worked quite well, the entrepreneurs received invaluable feed-back from the participating investors and the investors showed a sustained interest in continuing this series of events.

The next Venture**Connect** event will take place on 8 December 2010. Please visit [www.venture-connect.ro](http://www.venture-connect.ro) for more information.



## Intellectual Property, Information Technology and Media Team



### **DANIEL VIŞOIU**

Dan is one of the founding partners of the firm, and has been active in the Central & East European region since 1997. In the IT/on-line and media sectors, he has over 10 years of experience representing private entrepreneurs, business angels as well as strategic investors. He is admitted to the Florida Bar (1997), the U.S. Court of International Trade (2003) and is a registered foreign lawyer with the Bucharest Bar (2006). He holds a Bachelor of Science (1993) from the University of Florida, College of Journalism, and a Juris Doctor (1996) from the University of Florida, College of Law. As he was born and lived in Romania prior to immigrating to the U.S., Dan is also fluent in Romanian.



### **CHRISTIAN MÎNDRU**

Christian is admitted to the Quebec Bar (1995) and registered with the Bucharest Bar (2003). He holds a Bachelor of Science in Business Administration from Hartford University (U.S.A.) and a Bachelor in Law from the University of Montréal (Canada). He has extensive experience having acted on a substantial number of domestic and cross-border merger and acquisition deals. In addition, Christian has been involved in numerous transactions involving IT/on-line matters, from due diligence reviews to completed acquisitions as well as internet start ups, including first and second rounds of financing involving business angels and VCs.



### **ANA MARIA ANDRONIC**

Ana-Maria Andronic is a Romanian qualified senior associate, admitted to the Dolj Bar in 1997 (Bucharest Bar, 2007) and currently awaiting the finalization of her admission procedure with the New York State Bar. She graduated from the University of Craiova, Faculty of Law, in 1997, and served as a judge at the 4th Sector First Instance Court of Bucharest for more than 4 years following her graduation from the National Institute for Magistrates, Bucharest, in 1998. Ana Maria obtained an LL.M. in Intellectual Property and Internet Law from Louisiana State University, Baton Rouge, USA in 2006. Before joining Biriş Goran in 2008, Ana Maria clerked for the Honorable Judge James J. Brady from the U. S. District Court, Middle District of Louisiana and was a research fellow with the Pretrial Justice Institute in Washington, D.C. Prior to her U.S. experience, Ana Maria was a lead attorney at the American Bar Association/Rule of Law Initiative in Bucharest, where she managed several justice reform related projects funded by the United States Agency for International Development (USAID) and the United States Department of Justice (DoJ). She specializes in IT/on-line transactions, with an emphasis on digital copyright and trademark related matters and corporate/M&A issues.



### **SIMONA ALECU**

Before joining Biriş Goran in 2007, Simona was an associate with a local Bucharest practice focusing on corporate and real estate, and also on Information Technology matters. Since her arrival, she has served as lead associate on several real estate and corporate transactions having primary drafting and coordination responsibility for their successful closings. Her practice recently expanded to include complex corporate restructuring for Romanian high net worth individuals and multinational funds. She is admitted to the Bucharest Bar.



### **TEODORA OȚETEA**


Before joining Biriş Goran, Teodora worked as a legal consultant with TPA Horwath Quintus, where she was involved in various commercial, corporate/M&A, and labor/employment matters. She obtained considerable experience with due diligence procedures for the acquisition of shares in privately-held companies and state-owned entities pursuant to privatization procedures. She joined Biriş Goran in 2009, and has focused on commercial, corporate/M&A and IT/on-line projects.



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