

Natasha Maric

Senior Associate

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About Natasha

Natasha Maric is a senior associate in our Intellectual Property & Technology team in London. Her practice incorporates advising clients on commercial, intellectual property and consumer issues. She has experience across a variety of sectors, including media and advertising, retail/fashion and entertainment.

Natasha has previously worked in the in-house legal team of a major advertising group and has undertaken a secondment at a leading entertainment company.

Natasha is a contributor to our [Global Business IP and Technology blog](#).

Experience

- Advising brand owners and agencies on their advertising campaigns, including copy clearance and compliance with the ASA's CAP and BCAP codes.
- Drafting and negotiating influencer contracts and brand ambassador/celebrity endorsement agreements.
- Assisting clients with creative services agreements, media buying contracts and PR agreements.
- Drafting technology related agreements, including SaaS agreements, contracts for e-commerce functions, platform terms of use and website terms and conditions.
- Advising on open source software, including software licensed under the GNU's General Public License.
- Assisting clients with the exploitation of IP rights, including drafting and reviewing licence agreements, assignments and research and development agreements.
- Advising clients on the requirements and implications of the GDPR and the Data Protection Act 2018, including reviewing and negotiating data processing terms.
- Advising on the consumer law regime, including consumer terms and conditions, consumer rights and remedies and the rules relating to marketing to consumers.
- Advising clients on lawful prize promotion mechanisms, drafting promotion terms and coordinating local law advice for multi-territory contests.

- Assisting clients with IP disputes, including pre-action matters relating to copyright infringement, trade mark infringement and passing off and in relation to litigation before the High Court.

Credentials

Education

- College of Law, L.P.C., 2010
- University of Sussex, LL.B., 2008

Admissions

- England and Wales, 2015

Expertise

Services

- Intellectual Property & Technology

Industries

- Advertising, Media & Brands

About our firm

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.