

Vladislav Arkhipov

Counsel



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Overview

Vladislav Arkhipov is a Counsel in Dentons' Russian IP, IT and Telecommunications practice. He focuses on personal data protection, Internet regulation (including matters of regulatory obligations and website blocking), legal restrictions on content / information and age ratings, copyright in digital environment, and legal aspects of cybersport, with a specific focus on regulation of the videogame industry (computer games).

Since 2007 Vladislav has advised Russian and international clients on a variety of issues pertaining to Russian law. In addition to those areas of focus, his experience also includes corporate law, contract law, media regulation and other intellectual property issues. Vladislav has considerable experience advising clients on compliance with personal data requirements in the digital environment, analyzing issues and resolving dispute situations related to content restriction and assignment of age ratings, launches of videogames in the Russian market, structuring relations in cybersport, including developing custom-tailored legal strategies for compliance with non-standard situations. Vladislav has also successfully represented clients in several complex international commercial arbitration cases in a number of disputes on a national level between users and Internet companies, and in disputes on general intellectual property matters in the Intellectual Property Court.

Vladislav co-authored, together with Victor Naumov, the Draft Law on Robotics developed by Dentons and commissioned by Grishin Robotics in 2016 ([Follow this link](#)).

Vladislav is an associate professor of the St. Petersburg State University, lecturing on Internet law at the Law Faculty, and is involved in several academic projects focused on intellectual property, Internet regulation and legal issues of virtual worlds and online games. In particular, Vladislav is experienced in working with the Intellectual Property Committee of the International Chamber of Commerce to develop projects aimed at teaching intellectual property law at St. Petersburg State University, and with the Expert Board on the Video Game Industry. Vladislav (together with co-author Victor Naumov) is the author of the first online course in Russia on the Internet regulation in Russia (Coursera Open Education platform) and the author of the most up-to-date textbook on Internet law for law schools. He actively teaches future graduates of St. Petersburg State University about the legal aspects of the digital economy, acts as research advisor for the student discussion club on these issues and acts as a trainer for moot IP trials.

He has authored more than 40 academic and practical publications (both original papers and annotated translations) on legal theory, Internet regulation, legal aspects of the videogame industry, intellectual property and legal aspects of robotics.

Experience

- **International Age Ratings Coalition (an initiative of ESRB and other age ratings agencies to automate the process of assigning ratings):** Providing comprehensive advice on matters of restrictions set by the Federal Law on Protecting Children from Information Harmful to Their Health and Development and other restrictions on the dissemination of information on the Internet under information, administrative and criminal law.
- **One of the world's largest computer games and entertainment companies :** Providing strategic advice on matters of personal data localization. Analyzing content from the perspective of the restrictions set by the Federal Law on Protecting Children from Information Harmful to Their Health and Development. Advising on the legal implications of eSports recognition in Russia. Advising on the risks associated with organizing cybersport tournaments and gambling laws in Russia and Kazakhstan. International company providing access to multi-user computer games: Providing strategic advice on matters of personal data localization. Providing comprehensive advice on matters of restrictions set by the Federal Law on Protecting Children from Information Harmful to Their Health and Development and other restrictions on the dissemination of information on the Internet under information, administrative and criminal law. Advising on the legal implications of eSports recognition in Russia. Advising on the risks associated with organizing cybersport tournaments and gambling laws in Russia, drafting and adapting user documentation.
- **Video game developer, publisher and organizer of cybersport tournaments:** Providing strategic advice on matters of personal data localization, drafting internal documents and various forms of personal data consent. Providing legal support for tournaments and user contests related to the payment of prizes (e.g., cybersport tournaments and creative contests, including the drafting of documents). Developing ways to reduce risks associated with copyright to music used by DJs at an event. Advising on interaction with the competent sport authorities on holding unofficial sporting events. Providing strategic advice on matters of the legal implications of eSports recognition in Russia. Advising on the risks associated with organizing cybersport tournaments and gambling laws in Russia. Advising on the potential opportunities and risks related to bookmaking activities in connection with the recognition of cybersport in Russia. Advising on video recording, including the use of quadcopters during cybersport tournaments. Advising and drafting documents for interaction between a cybersport organization and hosts/commentators.
- **Major global digital online shop computer game distributor:** Providing strategic advice on matters of personal data localization. Advising on matters of the submission of personal data at the request of government authorities. Drafting recommendations on the legal treatment of digital payment cards. Advising on restrictions set by the Federal Law on Protecting Children from Information Harmful to Their Health and Development (the ban on promoting non-traditional sexual relationships among minors).
- **Global digital online shop computer game distributor targeting the CIS and Eastern Europe market:** Providing strategic advice on matters of personal data localization. Adapting user agreements. Supporting registration in the Russian Federation as a foreign taxpayer ("digital VAT").
- **One of the world's largest publishers and developers of free-to-play MMOs and game-related services for various platforms:** Advising on the legal risks of using trademarks, copyrighted items and utility models that are protected in Russia in computer games, including advising on how the requirements of applicable intellectual property law could apply to the use of real-life objects (tangible objects) in computer games.
- **Major Russian broadcaster:** Structuring the holding of promotional events and cybersport competitions aimed at promoting the broadcaster's own computer game distribution platform, drafting documents on the holding of tournaments.
- **International pharmaceutical company:** Advising on potential legal risks associated with personal data transfer for the aims of an FCPA investigation, drafting intra-corporate data transfer agreements and consent forms to secure compliance with the personal data legislation.

- **International charity organization:** Advising on potential legal risks associated with personal data collection (including special personal data) and developing practical recommendations to change the IT / data flow infrastructure to comply with the amendments to the personal data legislation.
- **A European interstate financial institution:** Preparing a memorandum on the possibility that the client could be considered exempt from the requirements of Federal Law No. 242-FZ “On Amending Some Legislative Acts of the Russian Federation Related to the Procedure for Personal Data Processing in Information and Telecommunication Networks” based on provisions of an international treaty.
- **International news agency:** Advising on the potential implications of recent legal changes concerning processing Russian citizens’ personal data on the client’s activities connected with gathering information that may be used to identify individuals; preparing a recommendation on the possible ways of mitigating the legal risks.
- **A leading online shop:** Advising on potential legal risks associated with processing personal data of Russian customers in light of new requirements introduced by Federal Law No. 242-FZ “On Amending Some Legislative Acts of the Russian Federation Related to the Procedure for Personal Data Processing in Information and Telecommunication Networks.”
- **Major global computer game company:** Advising on legal risks associated with Russian personal data requirements, advising on developing a strategy for compliance with “data localization amendments.”
- **Global Internet company:** Representing the client in two disputes won in Russian courts related to an alleged consumer’s rights protection claim.
- **Major global computer game publisher and retailer:** Advising on developing a strategy for compliance with “data localization amendments;” advising on risks associated with a cash card program.
- **Russian computer game company:** Advising on intellectual property rights protection, drafting relevant legal documentation, advising on the removal of an infringing computer game from the Steam store.
- **Russian computer game start-up:** Advising on intellectual property rights protection and issues related to works for hire, drafting complete documentation for mitigating intellectual property risks in view of further sale of the company.
- **Global medical company:** Advising on compliance with the Russian data protection and data transfer requirements in view of the U.S. Foreign Corrupt Practices Act investigation; accompanying FCPA interviews.
- **International IT company:** Advising on compliance with the Russian data protection and data transfer requirements in view of the U.S. Foreign Corrupt Practices Act investigation; accompanying FCPA interviews.
- **Multinational publisher, developer and distributor of videogames:** Advising on potential legal risks associated with virtual currency and the distinction between gambling and games of skill in connection with the launch of a highly anticipated multi-platform videogame title in Russia.
- **A Japanese Internet company:** Advising concerning potential legal risks connected with the launch of an iOS videogame to be accessed from Russia.
- **An American company specializing in network infrastructure:** Advising on potential legal risks associated with a managed DNS service accessible by Russian clients.
- **An American company specializing in network infrastructure:** Advising on potential legal risks associated with a DDoS protection service accessible by Russian clients.
- **A French publisher:** Structuring publishers’ relations in Russia, comprehensive legal support of a Russian subsidiary concerning corporate law, media and advertising regulation, and consumer protection.
- **The payment processing company of a British banking and insurance holding:** Representing the company in court proceedings associated with computer crime.
- **An American crystal hydrothermal growth company:** Restoring the client’s status as a shareholder in a

Russian regional industrial company and reclaiming dividends for past periods.

- **A Danish maritime oil transportation company:** Coordination of the recognition and enforcement of a decision of an International Commercial Arbitration Court of the Russian Chamber of Commerce in Denmark and Switzerland in a contractual dispute against a supplier.
- **A Russian agro-industrial holding:** Advising on a legal position and collection of evidence abroad for arbitration proceedings in Serbia in a contractual dispute against a foreign public company.
- **A Russian cement industry company:** Advising on a legal position and drafting claim to the London Court of International Arbitration in a contractual dispute against an investor.

Recognition

- *The Legal 500*, 2019: recommended lawyer in TMT in Russia.
- *Best Lawyers*, 2019: listed among the best lawyers in Information Technology Law, Intellectual Property Law and Gaming Law in Russia.
- *Best Lawyers*, 2018: listed among the best lawyers in Information Technology Law and Intellectual Property Law in Russia.
- *Best Lawyers*, 2017: listed among the best lawyers in Intellectual Property Law in Russia.
- *The Legal 500*, 2015: Recommended lawyer in TMT in Russia.
- Award for excellence in protecting business and entrepreneurship, Saint Petersburg Bar, 2010
- Young scholar award, Saint Petersburg State University, 2005

Honors and Awards

- Winner of the St. Petersburg Government's prize for outstanding achievement in higher education for the online course "Legal regulation of relations on the Internet: a Russian perspective" developed together with Victor Naumov. The online course is available on the Open Education and Coursera platforms.
- St. Petersburg Bar, 2010: Award for excellence in protecting business and entrepreneurship.
- St. Petersburg State University, 2007: Best LLM graduate award.
- St. Petersburg State University, 2005: Young scholar award.

Insights

- *Computer Law & Security Review*, 2016 (Web of Science Core Collection): Co-author, "The Legal Definition of Personal Data in the Regulatory Environment of the Russian Federation: Between Formal Certainty and Technological Development".
- *Informatsionnoye Pravo*, 2017: Co-author, "Information-law Aspects of Forming Robotics Legislation".
- *Informatsionnoye Pravo*, 2016: Co-author, "The Open Concept of Regulating the Internet of Things".
- "Internet Law: A Textbook and a Practical Course", 2016
- *Zakon*, 2015: "Intellectual property in the video game industry: problems of theory and practice".
- *The Moscow Times*, 8 June 2015: "IP in the Digital Entertainment Industry".
- *Zakon*, September 2014: "Virtual Property: Pervasive Legal Problems in the Context of Computer Games

Industry Development”.

- *Global Legal Post*, 29 September 2014: “Well-known trademarks and luxury brand protection: A Russian perspective”.
- *Zakon*, June 2014: “Problems of Legal Regulation of Trade of Goods in the Internet: from Distance Selling to the Virtual Property”.
- *The Moscow Times*, 18 March 2014: “Legal Pitfalls of Social Networks: What Should a User Be Aware of?”.
- *Zakon*, January 2014: Co-author, “Web 2.0: Compatibility Problems Between Network Architecture and Legal Regulation”.
- *Pravovedenie*, 2013: “Virtual Law: Main problems of the new direction of legal studies”.

Activities and Affiliations

Memberships

- Expert of the subject-specific working groups Cyber-Physical Systems and Big Data of the competencies center and working group for Statutory Regulation as part of implementing the Digital Economy of the Russian Federation Program, 2017 – present
- Member, (former) Chairman of a Working Group, Advisory Board of Roskomnadzor, 2014 – present
- Member, St. Petersburg Advocates’ Chamber, 2008 – present
- CIS Expert, DataGuidance, 2015 – present

Prior and Present Employment

- Counsel, Dentons, St. Petersburg (2014 to date)
- Associate Professor, St. Petersburg State University, Law Faculty (2013 to date)
- Counsel to Vice-Rector for Research, St. Petersburg State University (2012 – 2013)
- Assistant Professor, St. Petersburg State University, Law Faculty (2010 – 2013)
- Associate, Egorov, Puginsky, Afanasiev & Partners, St. Petersburg (2008 – 2013)
- Junior Associate, Egorov, Puginsky, Afanasiev & Partners, St. Petersburg (2007 – 2008)

Areas of focus

Practices

- Intellectual Property and Technology

Industry sectors

- Communications
- Broadband Access and Internet
- Carriers, Resellers and MVNOs

- Educational Institutions
- Gaming
- Information Technology (IT)
- Health Care
- Academic Medical Centers
- Media, Entertainment and Sports
- Music
- Advertising
- Animation & Visual Effects Studios
- Digital Media
- Publishing
- Retail
- Advertising Agencies
- Law Firms
- Technology
- Cloud and Hosting Services
- E-Commerce, Internet and E-Payments
- Software

Education

- Saint Petersburg State University, 2009, PhD
- Saint Petersburg State University, 2007, Master's Degree
- Saint Petersburg State University, 2005, Bachelor of Law (JD)

Languages

- English
- Russian
- Spanish