

News

LEADING AI, DIGITAL AND EMERGING TECH PARTNER RAFI AZIM-KHAN JOINS BCLP

Aug 10, 2026

BCLP announced that Rafi Azim-Khan will join its Global Technology, Commercial & Data practice as a partner and has also been appointed global co-leader of the firm's Digital Transformation and Emerging Technology offering. Working regularly across Europe and Silicon Valley, Rafi will be based in both the London and San Francisco offices and will collaborate closely with the firm's Intellectual Property practice and Sports, Media and Entertainment sector group.

Rafi's practice spans the full spectrum of new product innovation and digital and technology law, advising clients globally on artificial intelligence, data protection, autonomous tech, cybersecurity, digital regulation, e-commerce, advertising and marketing, intellectual property, and brand protection.

He has advised on a range of high-profile and market-leading matters, including numerous technology "firsts", the launch of multiple new products, major regulatory developments, large-scale compliance projects, the launch and promotion of major consumer brands and products, complex comparative advertising disputes, sponsorship arrangements, and cross-border intellectual property issues. His experience extends across multiple industries, including technology, defense, transportation and sports, reflecting the increasingly central role of digital technologies across all sectors.

Prior to joining BCLP, Rafi led the Digital Law practice at Crowell, handling AI, emerging tech, autonomous vehicles, data privacy and adtech matters, and was co-Chair of the firm's Global Advertising & Media practice. He was previously Head of Pillsbury's IP/IT & Privacy practices in Europe and co-Head of the Global Data Privacy & Cyber practice for over 16 years.

"Joining BCLP offers an exceptional opportunity to help lead and further grow a global technology practice," said Rafi. "The firm's excellent technology team, combined with its superb capabilities across sports, media, IP, marketing and other areas, creates a compelling platform for my practice. I am particularly excited by the opportunity to leverage the firm's transatlantic strengths to support clients on key strategic cross-border matters."

“Rafi is a global leader in numerous complimentary fields, with decades of international cutting-edge experience in areas that are synergistic with our firm strengths. His emerging tech, AI and data knowledge, as well as that in IP, sports, marketing and regulatory matters, will contribute to key sectors for the firm and be of high value to our clients. I am thrilled to welcome Rafi to the team,” said **Carol Osborne**, Global Department Leader, Corporate & Finance Transactions.

Rafi is BCLP’s sixth strategic partner hire in London this year, representing the firm’s sustained commitment to grow and to invest in key talent within the UK.

Related Capabilities

- Digital Transformation & Emerging Technology
- Intellectual Property & Technology Disputes
- Sports, Media & Entertainment

Meet The Team



Carol Osborne

Partner and Global Department Leader
- Corporate and Finance Transactions,
London

carol.osborne@bclplaw.com

[+44 \(0\) 20 3207 1241](tel:+442032071241)



Marcus Pearl

Partner and Global Practice Group
Leader – Technology, Commercial &
Data, London

marcus.pearl@bclplaw.com

[+44 \(0\) 20 3400 4757](tel:+442034004757)



Rafi Azim-Khan

Partner, London

rafi.azimkhan@bclplaw.com

+44 (0) 20 3400 4176

This material is not comprehensive, is for informational purposes only, and is not legal advice. Your use or receipt of this material does not create an attorney-client relationship between us. If you require legal advice, you should consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be "Attorney Advertising" under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP's principal office and Kathrine Dixon (kathrine.dixon@bclplaw.com) as the responsible attorney.