



SASHA RUBINSTEIN

Associate
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BIOGRAPHY

Sasha is an associate in the Technology & Commercial practice and is experienced in advising clients on their commercial, technology and outsourcing contracts. She has particular experience drafting and negotiating a range of intellectual property agreements for clients (including complex licensing arrangements) spanning across the retail, technology and leisure sectors.

Sasha has advised global retailers and financial institutions on the commercial and intellectual property aspects of their corporate acquisitions and divestments.

Sasha also has experience advising businesses across a variety of sectors on the protection of their branding.

ADMISSIONS

- England and Wales

RELATED PRACTICE AREAS

- Food & Agribusiness
- Food & Beverage
- Digital Transformation & Emerging Technology
- Data Center & Digital Infrastructure Team
- Payment Systems
- Software, Cloud Subscription & Systems Integration
- Outsourcing
- Retail & Consumer Products
- Commercial Contracts
- Technology Transactions
- Corporate
- Corporate Carve-Outs & Transitions

EXPERIENCE

Sasha's recent work includes:

- advising a leading global IT solutions firm on the acquisition of a technology services company that provides IT services to luxury fashion brands;
- advising a large perfume manufacturer and distributor on its fragrance partnership with a well-known US celebrity to expand and develop its line of perfumes and cosmetics across Europe, the US, Asia and the Middle East;
- advising a major financial services company in relation to the divestiture of a technology business; and
- advising a large European retailer on its licensing of a new patented technology.

RELATED INSIGHTS

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Jan 23, 2025

Decoding the UK's AI ambitions: unpacking the Government response to the AI Opportunities Action Plan

News

Dec 12, 2024

BCLP advises BGC Group with the sale of Rates Compression business Capitalab

Insights

Jun 25, 2024

Euro 2024 and intellectual property – what's in play?

Insights

May 01, 2024

AI and the construction industry

In this Insight, first published in PLC Construction, Anna Blest, Sasha Rubinstein, Jack Mcfadden and Tiffany Babayemi consider the key takeaways from the RIBA Artificial Intelligence Report 2024.

News

15 February 2024

BCLP advised Aegion Corporation on the sale of Corrpro Companies Europe Limited

BCLP advised Aegion Corporation ("Aegion") in connection with the management buyout of its EMEA corrosion and cathodic protection business, Corrpro Companies Europe Limited. The transaction completed on 9 February 2024.

Insights

Nov 27, 2023

Investing in your IP Rights

Podcasts

Oct 30, 2023

AI and the current IP landscape in the UK

Insights

Aug 11, 2023

Regulation of AI Systems in the UK and EU