



## **SASHA RUBINSTEIN**

**Associate**

**London**

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## **BIOGRAPHY**

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

Sasha has advised leading global retailers on their product promotions and concession agreements. She also has experience advising businesses on the protection of their branding and website content.

## **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; and
- 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.

## RELATED INSIGHTS

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

## **Digital Speaks: AI and the current IP landscape in the UK**

Insights

Aug 11, 2023

## **Digital Speaks: Regulation of AI Systems in the UK and EU**