

# Swiss-U.S. DPF Arbitrator

Dr. Reinhard Oertli  
MLL Legal Ltd.

<b>Current Employer-Title</b>	MLL Legal Ltd. – Partner
<b>Profession</b>	Attorney, Arbitrator, Judge
<b>Work History</b>	Partner/Of Counsel, MLL Legal Ltd. (f/k/a Meyerlustenberger Lachenal, 2004 – Present; Judge, Supreme Court of the Canton of Zurich, 1998 – 2012; Associate, then Partner (Head of IT/IP service line), EY (formerly Ernst & Young), Zurich, 1993 – 2003; Associate, Walder Wyss, Zurich, 1992 - 1993; International Associate, Troutman Pepper (formerly Pepper Hamilton), Philadelphia, 1989 – 1990.
<b>Experience &amp; Expertise in U.S. Privacy Law and Swiss Data Protection Law, and, As Appropriate, Any Other European Data Protection Law</b>	Vast practical experience in data protection issues since many years as member (formerly co-head) of the data protection practice group of MLL, devoting most of his time to data protection issues under both Swiss law and EU law (GDPR). Most matters concern data protection in a cross-border context, with a particular focus on Swiss - U.S. data protection issues (data flows from and to the U.S.A. in the employment, finance, and street view sector, finance data of U.S. customers, electronic health data), involving issues under U.S. federal law and state laws.
<b>Experience &amp; Training in Alternative Dispute Resolution</b>	Reinhard has acted as sole arbitrator, co-arbitrator and chairman in a great number of arbitration cases under the rules of ICC, UNCITRAL and Swiss Rules, has represented various Swiss and international clients before arbitral tribunals in Switzerland, Sweden and other countries.
<b>Professional Licenses</b>	Admitted to the Bar: Switzerland, 1988; New York, 1990.
<b>Professional Associations</b>	International Association for the Protection of Intellectual Property (AIPPI); American Bar Association (ABA); Swiss Institute for IP rights (INGRES); The London Court of International Arbitration (LCIA); Swiss Arbitration Association (ASA); Swiss-American Chamber of Commerce; Camera di Commercio Italiana per la Svizzera; German Association of Law and Informatics (DGRI); Zurich Bar Association (ZAV), Swiss Bar Association (SAV).
<b>Education</b>	University of Pennsylvania Law School (LL.M. - 1989); University of Zurich (Dr. iur. - 1988); University of Zurich (lic. iur. -1982).
<b>Languages</b>	German, English, Italian, French

## *Dr. Reinhard Oertli*

As described in Annex I of the Swiss-U.S. Data Privacy Framework (“Swiss-U.S. DPF”) Principles, a Swiss individual has the option to invoke binding arbitration to determine whether a participating organization has violated its obligations under the Swiss-U.S. DPF Principles as to that individual and whether any such violation remains fully or partially unremedied (“residual claims”).

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All information contained in this resume has been provided directly by the arbitrator in connection with potential selection for arbitrations brought pursuant to Annex I of the Swiss-U.S. DPF Principles. Unless specified otherwise in their biographical information, arbitrators on the ICDR-AAA® Swiss-U.S. Data Privacy Framework Arbitrators roster are not members of any other ICDR-AAA® roster of arbitrators.

## **Publications, Speeches & Testimony**

2024 World IP Day, 26 April 2024, WIPO, speech on IP and sustainability goals; Switzerland as data scraping heaven? Presentation at University of Torino, 17 November 2023; Trademark Enforcement Issues in the Metaverse, WIPO, presentation 26 January 2023; Christopher V. Carani (ed.), Design Rights: Functionality and Scope of Protection, Switzerland chapter, 2017; Draft revision of the Swiss Federal Data Protection Act compared with the legal situation in the EU | Lexology, January 2017; Copyright, Summary on library decisions of Swiss courts, held at the annual assembly of INGRES, 1 July 2015; Concerns over proposed patent exemption for physicians and pharmacies in Switzerland | Kluwer Patent Blog, 3 June 2015; Liability of ECommerce Platforms for Copyright and Trademark Infringement, A World Tour | Landslide 7/5, May/June 2015; Commentary to Swiss Private Law, 4<sup>th</sup> ed., Chapter on Corporate Names, Zurich 2024; Reinhard Oertli (ed.), Commentary on Swiss Copyright Act, 2. ed., Berne 2012.

Honorable mentioning by *Legal 500*, *Who's Who Legal* and *The Best Lawyers in Switzerland*.

Selection, more speeches, publications and testimonials available upon request.

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