

Juliette Ancelle

Partner



 juliette.ancelle@idest.pro

 LinkedIn

 +41 21 321 0880

 Rue Pichard 22, CH-1003 Lausanne

Juliette Ancelle helps clients navigate complex human and business situations, drawing on her experience in intellectual property, employment and corporate law. A Certified Specialist SBA in Labour Law, she also leads the firm's litigation practice and advises on technology, workplace digitalisation and corporate transactions.

ABOUT

Profile & approach

Her intellectual property practice includes copyright infringement cases, particularly in the software field, IP-related transactions, trademark registration and opposition cases, as well as open source matters.

She is highly specialised in employment law and HR matters (employment contracts, staff regulations, incentive plans, dismissals, work permits, earn-outs) and has broad experience in corporate transactions, including venture capital and private equity deals.

She advises on legal issues relating to social media, in particular managing e-reputation risks, and on privacy, including setting up compliance processes and responding to surveillance and data protection risks.

CORE EXPERTISE

Practice areas

01 **Intellectual Property**

03 **IT, Outsourcing & XaaS Solutions**

05 **Mergers & Acquisitions, Business Transfers**

07 **Entertainment & Sponsoring**

02 **Advanced Technologies and Innovation**

04 **Corporate Finance**

06 **Employment Law & HR**

08 **Arts, Media & Digital Marketing**

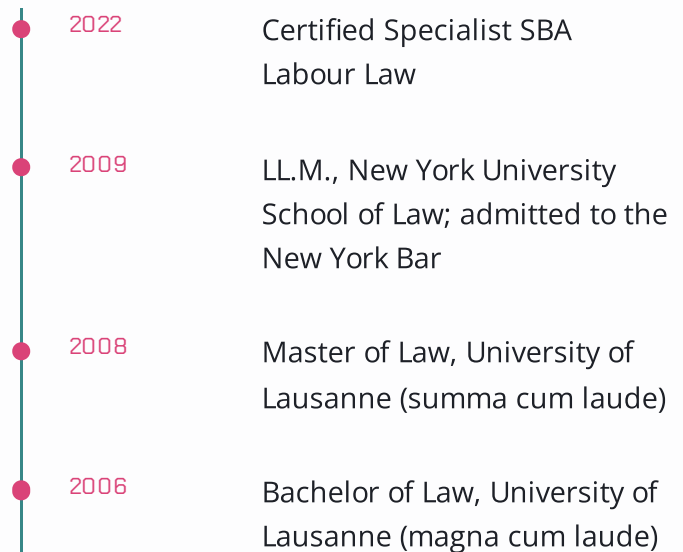
BACKGROUND

Experience & career

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- 2016– Partner, id est avocats
 - 2013–15 Associate, id est avocats
 - 2010–12 Junior Attorney, BCCC Avocats
 - 2008 Intern, Intellectual Property Watch
 - 2007 Intern, UN Refugee Agency (UNHCR)

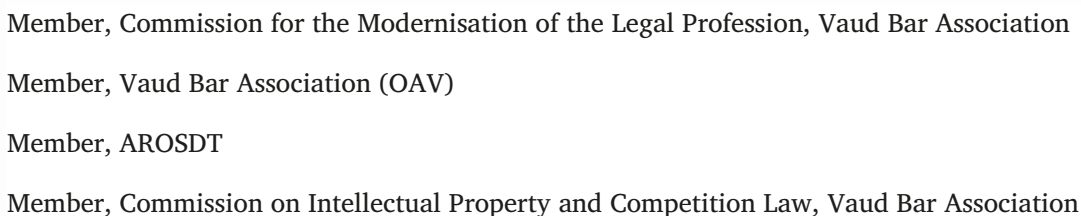
CREDENTIALS

Education

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- A vertical timeline with a teal line and red dots marking the years. The years are listed in red text to the left of the line, and the corresponding degrees are listed in black text to the right of the line.
- 2022 Certified Specialist SBA Labour Law
 - 2009 LL.M., New York University School of Law; admitted to the New York Bar
 - 2008 Master of Law, University of Lausanne (summa cum laude)
 - 2006 Bachelor of Law, University of Lausanne (magna cum laude)

NETWORKS

Memberships & collaborations

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- A list of memberships and collaborations, each preceded by a teal dot.
- Member, Commission for the Modernisation of the Legal Profession, Vaud Bar Association
 - Member, Vaud Bar Association (OAV)
 - Member, AROSDT
 - Member, Commission on Intellectual Property and Competition Law, Vaud Bar Association

Selected publications & presentations

Publications

Conseils pratiques pour la mise en place d'un programme de gestion de la protection des données, in [swissprivacy.law/21](https://www.swissprivacy.law/21), 30 August 2020, with Alexandre Jotterand

[Les contrats informatiques – État des lieux et questions choisies, CEDIDAC \(Droit et économie numérique\)](#), with Karim Ferdjani, 2021

Regulation of crowdfunding activities in Switzerland: Where do we stand?, Jusletter, 2016, with Philipp Fischer

Swiss Chapter, in The International Free and Open Source Software Law Book, Open Source Press, 2nd edition 2014

Protection des données : kit du praticien, Revue de l'avocat 2014 p. 369, with Michel Jaccard

Comments on Articles 16 to 20a LBI, in Commentaire romand de la Propriété Intellectuelle, Basel, 2013

Lectures and presentations

Guest Lecturer at ECAL in intellectual property and copyright, since 2020

Lecturer at the CAS Digital Finance Law, Negotiation of IT contracts, since 2020

Speaker at the Haute Ecole de Gestion de Genève, Executive EMBA, Social media and Law, since 2019

Speaker at the Innosuisse Business Concept Course, IP Protection, EPFL, since 2017

Lecturer at the Digital Law Summer School, University of Geneva, Social Media and the Law, since 2016

In the press

Droit du travail et arrêt maladie, at RTS La Première (On en parle), 16 January 2025

Des lunettes connectées et une boîte à miracles (Meta smart glasses), at RTS À bon entendeur, 28 January 2025

Le grand débat : La Suisse doit-elle davantage réguler le numérique ?, at RTS Forum, 13 September 2023

Amazon face aux législations européennes : interview de Juliette Ancelle, at RTS Forum, 13 July 2023

En Suisse, il est possible d'usurper sans risque l'identité d'une ville ou d'un élu sur Instagram, in RTS Info and 19h30, 26 January 2023

Recommendations & accolades

“Juliette Ancelle demonstrated both firmness and tact in conducting an internal investigation. She was very helpful and provided comprehensive and sound advice.” (Legal 500)

“I worked with Juliette Ancelle on a sensitive employment matter, and I found her advice to be extremely valuable. She demonstrated deep knowledge of Swiss labour law, provided clear and pragmatic guidance and handled the negotiations with professionalism and empathy.” (Legal 500)