



SOPHIE CIUFFO

SENIOR ASSOCIATE

Commercial | Intellectual Property | Content, Media & Technology

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EXTREMELY GOOD AT

- Commercial: advising on range of commercial matters, including in relation to e-commerce, intellectual property, content creation, supply and distribution, software, AI and technology and, data and privacy practices as well as drafting, reviewing and negotiating complex and bespoke contracts across a similar range of industries and matters.
- Technology: drafting, reviewing and negotiating every kind of tech contract you can imagine, whether it's for the licensing, support or development of software, service level agreements, app development, SaaS and cloud-based services, AI integrations, and/or management of social media platforms.
- Content and media: advising on and drafting agreements related to music rights, copyright, intellectual property, talent, events, podcasts, sponsorship, content creation, distribution and acquisition, and marketing and promotion.
- Privacy and data protection: drafting privacy policies and assisting businesses with privacy, spam and data compliance and strategies and training.
- eCommerce and supply and distribution: drafting distribution agreements and related policies, including to protect distribution networks in Australia.

HIGHLIGHTS

- Working in New York City for a year as in-house counsel at a global media organisation
- Being a volunteer lawyer for the Arts Law Centre of Australia

CLAIM TO FAME

Toured America in a flute ensemble at the age of 15

USELESS NICHE EXPERTISE

Legal risks to consider when smashing a cake in someone's face à la Steve Aoki (cream to cake ratio is key)

FOOD PHOBIA

Cooked lettuce in a pressed sandwich