

# DIGI-SLAM

Business meets Law



**July 6, 2018**

No.2

*Mastering Legal  
Challenges of  
Companies Arising  
from Digitization*



## Program

- 09.00 **Welcome & Introduction**  
Prof. Dr. Markus Wessler, MUAS
- 09.15 **Digital Innovations - Legal Tasks at Audi Electronics Venture GmbH**  
Thomas Dulle, Rechtsanwalt  
(in-house lawyer), M.A., LL.M (Eur)
- 09.45 **Research Insights: Legal Implications of Digital Business Models**
- **Blockchain Transactions - Legal Issues in the Context of Ledger Based Technology**  
Chinyere Ezenwaekwo, Maximilian Hartmann, Jazon Klose, MUAS
  - **Legal Implications of Car Sharing Digital Business Models**  
Cassandra Meneses-Galan, Nathália Alves, MUAS
  - **Legal Implications of Digital Business Models in the Context of Wearables used in the Industry**  
Caterina Pampolari, Severin Bernreuther, MUAS
- 11.00 **Coffee Break**
- 11.15 **Breakout Session: Legal Obstacles in Digitized Practice**  
Students present their findings in the fields of  
Health apps with chatbot functionality // Internet travel distribution // Financial Robo-Advisors // Acquisition of radiation data // Cloud-based TV on demand
- 12.15 **Closing & Get Together**

## Registration

To participate, please register for the Digi-Slam at the following link (*limited number of participants*):

[https://hm\\_digi\\_slam2.eventbrite.de](https://hm_digi_slam2.eventbrite.de)

## Digi-Slam

**DIGI-SLAM** initiated by Munich University of Applied Sciences (MUAS) is a series of symposia pursuing two main objectives: Bringing together academia and practitioners to debate changing issues related to digitization, and fostering multidisciplinary cooperation in the field of digitized economy.

## Business meets Law

At the event in July 2018 students will give an **overview of legal challenges** companies are facing around their digitized products. Students will present solutions from their business point of view, or discuss relevant obstacles identified in their research, respectively.

## Preview

Digitization is moving forward in giant strides across all industries, resulting in a large number of legal questions and implications companies are faced with. Combining insights from field research by MUAS students with first-hand experience from industry experts, DIGI-SLAM will shed light on subject matters such as:

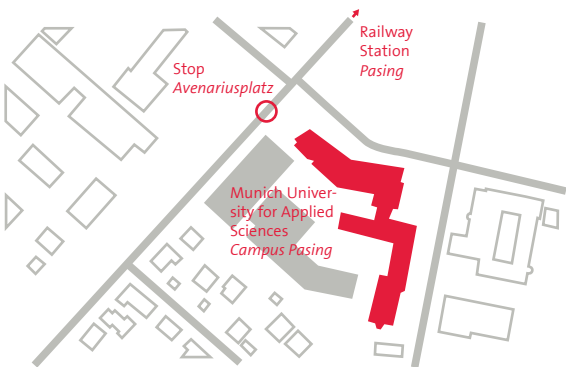
- \* What legal issues arise from digital business models in specific industry settings?*
- \* How can these issues be addressed by traditional legal instruments?*
- \* How can business tools be used to support companies dealing with legal obstacles?*
- \* What is the political setting for changes of the legal environment?*

We cordially invite you to participate, get new insights and share your experiences with us. Be part of vibrant discussions!

## Directions & Location

Munich University for Applied Sciences  
Campus Pasing. KO 127 (old building)  
Am Stadtpark 20  
81243 München

If you use public transportation, you get to the campus via the station München-Pasing and the bus line 160 (Maria-Eich-Str./Waldfriedhof), stop **Avenariusplatz**.



Please follow the signs to get to the conference room.

## Contact

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