

# CURRICULUM VITAE

## PERSONAL DATA

Name: Jason Meyer  
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## PROFILE

Pragmatic lawyer with excellent communication skills and 20+ years of experience in both corporate environments and law practices, specialized in commercial transaction.

## WORK EXPERIENCE

### Freelance senior legal counsel a.i. – May 2017 - today

Commissions:

#### *Emergya Wind Technologies BV – February 2018 – today*

Position Replacement senior legal counsel  
Area Wind energy  
Tasks international sales and financing contracts for 250 kW – 1mW wind turbines / advising on and legal structuring of international business development activities / GDPR compliance

#### *Stichting Sanquin Bloedvoorziening - September 2017 - January 2018*

Position Additional senior legal counsel  
Area Health sciences  
Tasks drafting various contract templates for sales and distribution of blood products and related services / revising intercompany agreements / supporting Procurement and Facilities department / general counsel and support.

#### *Baker Tilly Berk B.V. – May 2017 – August 2017*

Position Additional senior legal counsel  
Area accountancy  
Tasks Local and international contracts regarding various ICT contracts, with particular focus on SaaS / advising management on GDPR compliance issues / processing of public tenders / general counsel and support

### Talpa Media B.V. — June 2013 – March 2017

#### *VP Legal & Business Affairs*

Structuring and negotiating transactions regarding

- international licensing of Talpa's extensive catalogue of television formats (including "The Voice") and readymade library in key markets such as US, UK, China, Australia, Asia;
- cooperations in key markets aimed at developing, producing and exploiting Talpa's formats and library;
- evolving core business, with particular focus on OTT VOD and mobile app extensions

Advising management on transaction strategy and day-to-day business.

Training paralegals to become junior company lawyers.

### Freelance legal counsel a.i - February 2006 – January 2013 (attorney at law until June 2009)

Commissions:

#### **Talpa Media B.V.— July 2012 – January 2013**

Position Replacement of senior legal counsel  
Area Exploiting television formats  
Tasks Local contracts regarding development, production and multimedia exploitation of television formats / general counsel and support

**Talpa Media B.V.— May 2012 – June 2012**

Position Replacement of manager business affairs  
Area Exploiting television formats  
Tasks Local and international contracts regarding licensing of television formats / general counsel and support

**WE International B.V. / O'Neill Europe B.V. — December 2011 – March 2012**

Position Replacement head of legal  
Area Fashion, retail and wholesale.  
Tasks General counsel / advising management re structuring wide spectrum of business transactions / advising management re new business cases and models / reviewing, drafting and negotiating various agreements including distribution, sales, agency and franchise agreements / revising executive powers regime / coordinating litigation, selecting and managing external counsel / implementing IP awareness / drafting and implementing new general terms and conditions throughout WE Int and O'Neill Europe, both online and offline.

**Ordina Nederland B.V. — April 2011 – December 2011**

Position Replacement of senior legal counsel  
Area ICT application development, business process consultancy, outsourcing.  
Tasks Local and international contracts regarding development, implementation and maintenance of ICT solutions, seconding, in- and outsourcing / processing of European tenders

**2Waytraffic Mobile Europe B.V. (as part of Sony Pictures) — April 2011 - May 2011**

Position Extra legal counsel  
Area Exploitation of light entertainment via online and mobile platforms  
Tasks Local and international contracts regarding affiliate marketing / general counsel and support

**2Waytraffic International B.V. (as part of Sony Pictures) — October 2009 - September 2010**

Position Replacement of senior legal counsel  
Area Acquiring and exploiting television formats  
Tasks Local and international contracts regarding development, acquisition, production and licensing of television formats / general counsel and support

**adidas International B.V. — February 2009 - September 2009**

Position Replacement of senior legal counsel  
Area Transport and logistics / global restructuring of business activities  
Tasks International and local contracts regarding land-, sea- and air transport and logistics / legal restructuring of business activities of branch office in Japan (partly done on location in Tokyo) / global legal restructuring of clearance sales / implementing contractual infrastructure regarding the European roll-out and further development of web shops for adidas and Reebok / general counsel and support

**adidas International B.V. — April 2008 - December 2008**

Position Replacement of manager legal department  
Area Exploiting the "adidas" brand / global restructuring of business activities  
Tasks International and local contracts regarding brand license and activation / legal restructuring of business activities of European branch offices / merging contractual infrastructure adidas and Reebok / implementing contractual infrastructure regarding the development and European roll-out of web shops for adidas and Reebok / general counsel and support

**RWE Energy Nederland B.V. — February 2008 - March 2008**

Position Additional legal counsel  
Area Corporate bulk consumption of energy  
Tasks Local contracts regarding sale and supply of energy bulk use / revision of template contracts / general counsel and support

**2Waytraffic International B.V. — September 2007 - December 2007**

Position Replacement of senior legal counsel  
Area Acquiring and exploiting television formats  
Tasks International and local contracts regarding development, acquisition, production and licensing of television formats / general counsel and support

**RWE Energy Nederland B.V. — March 2007 - September 2007**

Position Additional legal counsel  
Area Corporate bulk consumption of energy  
Tasks Local contracts regarding sale and supply of energy bulk use / revision template contracts / general counsel and support

**MF Studio's B.V. — November 2006 - February 2007**

Position Business / legal affairs manager

Area External communication and design studio / development of television programme formats and music projects  
Tasks Local contracts regarding commissions of work, licenses and collaboration / general counsel and support / day-to-day business affairs

***Accenture B.V. — July 2006 - September 2006***

Position Additional legal counsel  
Area IT- and business process development and consultancy  
Tasks Local contracts regarding development and consultancy commissions / general counsel and support

***SBS Broadcasting B.V. — February 2006 - June 2006***

Position Replacement of senior legal counsel  
Area Television programming / multimedia collaborations / setting up radio broadcaster Caz.  
Tasks International and local contracts regarding development, collaboration, production, sponsoring and license of television programmes / monitoring litigation / general counsel and support

Bousie advocaten, Amsterdam — December 2003 - January 2006

***Attorney at law***

Copyright / trademark / IT / general civil law transaction and litigation practice, primarily aimed at the media- and entertainment industry. My practice provided multi-disciplinary service to clients in music, publishing, sports and computer games, new media and technology. Bousie advocaten is the leading media- and entertainment firm in the Netherlands.

Van Doorne, Amsterdam — December 2001 - December 2003

***Attorney at law***

IT / copyright / general civil law transaction and litigation practice as part of the Information Technology practice group. My practise focussed on a wide variety of international IT contracts, including escrow, buying, selling and licensing of hardware and software, as well as development of internet and new media projects.

Meyer Consultancy, Amsterdam — February 2000 - December 2001

***Freelance legal counsel***

Serviced clients in the media- and entertainment industry. Assignments included coordinating foreign legal counsel in resolving approximately forty legal proceedings as part of the liquidation of a French and a German record company, interim company lawyer at an independent record company and interim business / legal affairs consultant at a multimedia production company.

Arcade Music Group B.V., Nieuwegein — February 1997 - February 2000

***Company lawyer***

Supporting day-to-day business of a record- and film company. Tasks included licensing, sales and distribution and joint venture contracts, as well as industry specific contracts, such as recording- and label contracts.

EDUCATION

Erasmus University Rotterdam, 1996  
Dutch law, focus on copyright and general civil / contract law.

REFERENCES

Mr. Sebastiaan van Barneveld  
SVP Licensing, Talpa Media B.V.  
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Mr. Hans Bousie  
Attorney, former managing partner of Bousie advocaten (currently senior partner with Bureau Brandeis)  
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