

Rune Opdahl

Partner

Authorisation: Advokat

E-mail rop@wiersholm.no

Phone +47 21 02 10 79

Mobile +47 41 02 04 01



Rune Opdahl is a partner in Wiersholm's Technology and Intellectual Property team. He specialises in privacy and data protection, intellectual property law (copyright, trademarks and patents), marketing law, technology/IT law, consumer law and contract law. His practice includes both advisory work and dispute resolution/litigation, and he is admitted to appear before the Supreme Court of Norway. Rune advises clients across a wide range of industries, including media, technology, trade, e-commerce, healthcare, pharmaceuticals, renewable energy, sports and finance. His work primarily concerns technology (including artificial intelligence), data, innovation, content production, intellectual property rights, regulatory compliance, and collaboration between businesses – such as supplier and distribution relationships, research and development partnerships, and other strategic alliances. In Finansavisen's (Norwegian business daily) annual lawyer survey, Rune is ranked as one of Norway's leading lawyers within Privacy, Technology/Digitalisation, Intellectual Property and Media, as well as among Norway's most prominent lawyers overall. He is also recognised as an expert in both Intellectual Property and TMT (Technology, Media and Telecommunications) by the international ranking agencies Chambers and Partners and Legal 500. Rune is a member of the Expert Committee on Patent, Trademark and Design Law at the Norwegian Association of Lawyers' Education Centre (JUS), a member of the Editorial Board of Advokatbladet (the Lawyers' Magazine), and a member of the Norwegian Bar Association's Representative Council.

Industry expertise

Areas of practice

Intellectual Property Rights
Commercial Contracts
Media and Sports
Data Protection
Dispute Resolution
Retail
Fintech
Industry
Technology, Communication
and Digitalisation
Health and Welfare
Life Sciences
Marketing and Consumer law
Public Sector
Defence and Security

Leaders "are worthy of special mention owing not only to their expertise and experience in relation to some of the world's most significant and cutting-edge data mandates, but also their ability to innovate, inspire, and go above and beyond to deliver for their clients".

WWL - Who's Who Legal, 2019

Selected projects

The Smart Data project: legal framework for data-driven innovation in the municipal sector

Advised Hamar Municipality in the Smart Data innovation partnership, together with Tietoevry (technology) and Halogen (design). Funded by Innovation Norway, the project aims to develop a solution enabling municipalities to utilise their own data to improve and further develop public services while safeguarding privacy. The work included legal assessments on the use of citizen data for innovation purposes and the development of new municipal services

Legal assessment for the Ministry of Labour and Inclusion on digital management tools and GDPR

Led Wiersholm's team in preparing a legal assessment for the Norwegian Ministry of Labour and Inclusion (AID) on the use of digital management tools in public procurement from a GDPR perspective. The report concluded that current legislation permits the use of such tools without the need for statutory or regulatory amendments, and recommended that the Ministry further develop guidance and standard contracts rather than introducing new regulation.

The Schibsted transaction: division into media and marketplaces businesses

Part of Wiersholm's team assisting Schibsted ASA in the transaction through which the group's media operations were transferred to the Tinius Trust via Blommenholm Industrier AS, with an enterprise value of approximately NOK 6.3 billion. The transaction marked the division of Schibsted into two independent groups - Schibsted Media and Vend (formerly Schibsted Marketplaces). Rune had particular responsibility for matters relating to technology, data and privacy in connection with the transaction.

The Grindr case: judicial review of administrative fine under the GDPR

Represented Grindr LLC before the Borgarting Court of Appeal in a case against the Privacy Appeals Board, represented by the State, concerning the validity of an administrative fine of NOK 65 million (EUR 6,5 million) - the highest imposed in Norway to date. The case was the first in which Norwegian courts reviewed an administrative fine under the GDPR, raising fundamental questions regarding the processing of special categories of personal data, the validity of consent for personalised advertising, and the assessment of the fine's amount.

Revenue sharing from the film The Worst Person in the World

Represented Don't Look Now Productions (Joachim Trier and Eskil Vogt) in a dispute with Oslo Pictures concerning the allocation of revenues from the Oscar-nominated film The Worst Person in the World. The case concerns the parties' agreement on revenue sharing, including whether post-release support from the Norwegian Film Institute constitutes income, and whether there is an obligation to repay amounts received from the European Collection Agency.

Co-authored the Norwegian Bar Association's official GDPR Guidelines

Co-authored the Norwegian Bar Association's official GDPR Guidelines, together with Thomas Olsen (Simonsen Vogt Wiig) and Christopher Sparre-Enger Clausen (Thommessen). The guidelines provide practical advice on how law firms can comply with data protection legislation, covering topics such as the processing of client data and the exemption for legal proceedings. The work was commissioned by the Norwegian Bar Association as part of its initiative to strengthen data protection competence within the legal profession.

Renewal of licensing agreements for media monitoring

Advising Mediebedriftenes Klareringstjeneste in the renewal of its licensing agreements for news media monitoring. The work takes into account recent legal developments in copyright law and technological advances, including issues related to artificial intelligence, and the digital copying and use of editorial content.

Legal opinion for NAV on the use of data for R&D

Led Wiersholm's team in preparing a legal opinion for the Norwegian Labour and Welfare Administration (NAV) on the legal framework governing the use of data for research and development (R&D). The opinion examined NAV's ability to reuse data for internal and external research, the sharing of data with research institutions, and the relationship between data protection law, confidentiality obligations and research purposes.

Monitoring of transactions

Advice to BITS in a project involving several banks concerning use of data for monitoring of transactions, including advice on privacy and regulatory issues.

Agreements for series and films on Netflix

Advises The Global Ensemble Drama on the drafting and negotiation of agreements for the production of TV series and films for Netflix, including Home for Christmas and Royalteen. The work includes agreements with screenwriters, directors, actors and Netflix, as well as handling issues related to rights management and clearance. Both productions have achieved international success.

Labor and Welfare Administration's digitization efforts

Following a request by the government, NAV engaged Wiersholm to prepare a legal opinion of the legal basis for Labor and Welfare Administration's digitization efforts. In particular, we are asked to assess NAV's use of new technology, artificial intelligence, automated decision making, and data exchange between other public entities.

Damage claim for forced upgrade of firmware

Represented Simula in a dispute against the Chinese technology company ZTE. The case concerned the clients' tort due to ZTE's update of its MF910 mobile modems. The main question is whether a producer of mobile modems can update the modem regardless of whether the customer has chosen not to receive any updates, or in any case without the customer's consent. Wiersholm took over the case from the competing law firm Vaar Advokat AS after the client lost in the District Court. The Appeal Court agreed with Simula that ZTE's forced upgrade of the devices, without the user's consent, represented a negligent act giving rise to liability in tort. The case provides a general threshold for technology producer's right to update their software and which responsibility the producer will have in case the update causes any loss.

Adtech for the media industry

Assistance to Norwegian Media Businesses Association (Mediebedriftenes Landsforening) and Norwegian media enterprises in connection with GDPR and ePrivacy issues, including with respect to personalisation of online ads and programmatic buying of such ads. The assistance included, inter alia, preparation of the Norwegian media industry's standard agreements and policies with respect to the exchange of data between the publishers and adtech vendors.

Work experience

Partner, Wiersholm, 2015

Managing Associate, Wiersholm, 2012

Senior Associate, Wiersholm, 2009

Associate, Wiersholm, 2006

Education

Cand. Jur., University of Oslo, 2005

Studies in Intellectual Property Law and IT Law, The University of Southampton, 2004

Membership

Board member AIPPI (Association Internationale pour la Protection de la Propriété) Norway, 2011 - 2021

Board secretary, the Norwegian Association for the Protection of Industrial Property, 2011 - 2021

Member of the editorial board of the Lawyer's Magazine (Advokatbladet), 2021

Board member, Norwegian Bar Association, Oslo, 2020

Member, the legal professional group for patent, trademark and design rights, 2014

Awards

Leading Partner, Legal 500, TMT, 2026

Leading Partner, Legal 500, Intellectual Property, 2026

Band 3, Chambers Europe, Intellectual Property, 2026

Band 3, Chambers Europe, Information Technology, 2026

Band 2, Chambers Europe , Data Protection, 2026

2. plass, Advokatundersøkelsen, Kapital Jus, Lawyers with the highest scores, 2026

Topp 10, Advokatundersøkelsen, Kapital Jus, Intellectual property, 2026

Topp 10, Advokatundersøkelsen, Kapital Jus, Data protection, 2026

Topp 10, Advokatundersøkelsen, Kapital Jus, Technology and Digitalisation, 2026

Band 3, Chambers Global, Intellectual Property , 2026

Bronze, WTR1000, Litigation , 2026

Copyright star, MIP IP Stars, Intellectual Property , 2025

Trade mark star, MIP IP Stars, Intellectual Property , 2025

Leading Partners, Legal 500, TMT, 2025

Band 3, Chambers Europe, Intellectual Property , 2025

Leading Partners, Legal 500, Intellectual property , 2025

Band 2, Chambers Europe , TMT: Data Protection , 2025

Band 3, Chambers Europe , TMT: Information Technology , 2025

Topp 10, Advokatundersøkelsen, Kapital Jus, Technology and digitalization, 2025

Topp 10, Advokatundersøkelsen, Kapital Jus, Data privacy, 2025

Topp 10, Advokatundersøkelsen, Kapital Jus, Intellectual property, 2025

Band 3, Chambers Global, Intellectual Property, 2025

Recommended Individuals, IAM Patent 1000, Litigation and transactions, 2024

Leading Individuals, Legal 500, TMT, 2024

Leading Individuals, Legal 500, Intellectual Property, 2024

Band 3, Chambers Europe, TMT: Information Technology, 2024

Band 2, Chambers Europe, TMT: Data Protection, 2024
Bronze, World Trademark Review, Individuals: enforcement and litigation, 2024
Band 3, Chambers Europe, Intellectual Property, 2024
Band 3, Chambers Global, Intellectual Property, 2024
Band 3, Chambers Global, Intellectual Property, 2023
Band 3, Chambers Europe, TMT: Information Technology, 2023
Band 2, Chambers Europe, TMT: Data Protection, 2023
Band 3, Chambers Europe, Intellectual Property, 2023
Leading individuals, Legal 500, , 2023
Leading individuals, Legal 500, , 2023
Global Leader, Who's Who Legal, Information Technology, 2023
Global Leader, Who's Who Legal, Data Protection & Privacy, 2023
Topp 10, Advokatundersøkelsen, Finansavisen, Intellectual property, 2023
Topp 10, Advokatundersøkelsen, Finansavisen, Data privacy, 2023
Topp 10, Advokatundersøkelsen, Finansavisen, Technology and digitalization, 2023
Topp 10, Advokatundersøkelsen, Finansavisen, Intellectual property law, 2022
2. plass, Advokatundersøkelsen, Finansavisen, Technology and digitalisation, 2022
2. plass, Advokatundersøkelsen, Finansavisen, Privacy, 2022
Leading individuals, Legal 500, Intellectual Property, 2022
Band 3, Chambers Europe, TMT: Data Protection, 2022
Band 3, Chambers Europe, Intellectual Property, 2022
Leading individuals, Legal 500, TMT, 2021
Leading individuals, Legal 500, Intellectual property, 2021
Band 3, Chambers Europe, Intellectual Property - Norway, 2021
Band 3, Chambers Europe, TMT: Information Technology, 2021
Trademark Star, IP Stars, Intellectual Property, 2021
Copyright Star, IP Stars, Intellectual Property, 2021
Thought Leader Data, Who's Who Legal, Data Protection & Privacy, 2020
Next Generation Partners, Legal 500, TMT, 2020
Leading individuals, Legal 500, Intellectual Property, 2020
Band 3, Chambers Europe, TMT: Information Technology - Norway, 2020

