

Case Study: Protecting Proprietary Telehealth Technology for NovaMed Systems GmbH

Client: NovaMed Systems GmbH, Berlin, Germany

Contact: Anna Richter, CEO

Background

NovaMed Systems GmbH, headquartered in Berlin, is a rapidly growing digital health innovator. The company's proprietary telehealth application is recognized as a frontrunner in the European healthcare technology market. In an industry where intellectual property (IP) protection directly impacts competitiveness, safeguarding proprietary software and marketing assets is critical to maintaining trust and market leadership.

To accelerate development, NovaMed engaged PixelCode Technologies, a software vendor based in India, under a contractual arrangement that included strict IP ownership, confidentiality, and non-compete clauses.

Problem

Despite clear contractual obligations, NovaMed discovered that PixelCode was using unauthorized marketing presentations and demos of NovaMed's proprietary telehealth app. These materials were being showcased to other potential clients and startups across India and Southeast Asia.

The misuse posed serious risks:

- Erosion of NovaMed's European market advantage
- Loss of investor and client trust
- Potential revenue leakage to competitors
- Exposure of sensitive technical know-how

Anna Richter, CEO of NovaMed, recognized that immediate legal intervention was critical to prevent reputational and financial harm.

Our Legal Solution

Tech Legal initiated a two-phase enforcement strategy:

1. Contractual Leverage:

- Invoked pre-structured contracts that established Indian jurisdiction and strong IP ownership clauses.
- Served an immediate cease-and-desist notice to PixelCode, warning of civil and criminal liability under Indian IP laws.

2. Judicial Action:

- Filed for urgent relief before the Delhi High Court.
- Obtained an interim injunction order barring PixelCode from further use, distribution, or demonstration of NovaMed's proprietary assets.
- Ensured court recognition of NovaMed's exclusive ownership rights in both codebase and associated marketing material.

Result

The decisive legal action produced immediate impact:

- Unauthorized use was halted through a binding Delhi High Court injunction.
- NovaMed's IP rights were fully secured, eliminating the risk of technology leakage.
- The company maintained its market leadership in Europe without disruption.

Anna Richter, CEO of NovaMed Systems GmbH, confirmed:

"Their swift legal action saved us millions and preserved our reputation. We were able to focus on growth while knowing our technology was fully protected."

Key Takeaways

- Pre-structured contracts with jurisdictional clarity in India are a vital safeguard when outsourcing to offshore vendors.
- Swift, decisive enforcement through local legal mechanisms prevents prolonged damage.
- Legal protection is not only about compliance—it is about preserving market leadership and investor confidence.