

Press Release



eDarling: Taylor Wessing advises new European online dating agency

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Throughout the last months Taylor Wessing supported new online matchmaker eDarling in the legal issues involved in its launch. eDarling helps users find their match on the basis of professionally devised personality tests. The platform is operated by Affinitas GmbH, a company formed by Lukas Brosseder, David Khalil, Kai Rieke and Christian Vollmann. Investors include the Samwer brothers through Rocket Internet GmbH, Holtzbrinck Ventures and IBB. A major media campaign came with the launch. eDarling seeks to quickly develop a network of online dating platforms in Europe's most important markets under the common brand "eDarling". Taylor Wessing supports the international efforts from its own offices and through partner law firms.

Christian Vollmann about the project: "We opted for Taylor Wessing and Dr. Stefan Freytag because the combination of legal expertise and people skills simply is right. Especially in internet matters, we greatly benefit from the firm's wealth of experience."

Counsel for Taylor Wessing:

Dr. Stefan Freytag (partner) and Dr. Axel von Walter (associate), both IP / Media & Entertainment, Munich.