



Fintech Features

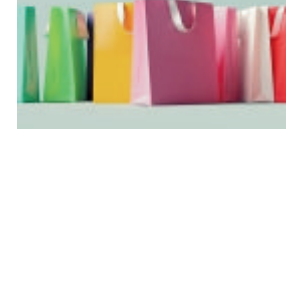
A Fintech news and event round-up from Bird & Bird's cross practice group Fintech team.

Each quarter we feature articles and commentary on a range of issues affecting the Fintech sector with input from specialists across the firm.

This month we take a look at the proposed changes to the regulation of BNPL services, UK proposals on a financial services regulatory regime for crypto-assets, the BoE and HMT's blueprint for a digital pound and more.

We also feature a guest article from our colleagues in Dubai from Bird & Bird's international fintech network.

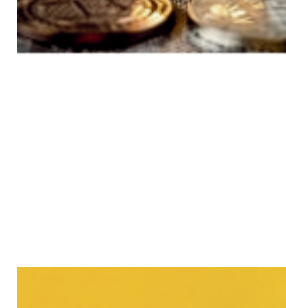
Bookmark [this page](#) for updates from our Fintech team.



Buy Now Pay Later - UK publishes consultation and draft legislation

On 14 February 2023, the UK Government, published its consultation on the regulation of Buy-Now-Pay-Later which includes draft legislation (the Consultation).

[Read the full story](#)



The Future of FS Regulatory regime for cryptoassets

In this video, Jonny Emmanuel (partner, Tech Transactions) and Gavin Punia (partner, FS Regulatory) discuss the key takeaways from the recent UK proposal to create a financial services regulatory regime for crypto-assets and the impact this will have on traditional finance.

[Full video here](#)

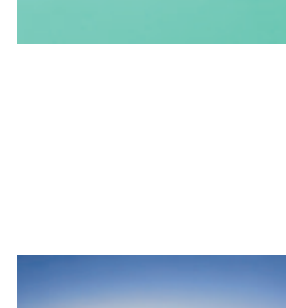


Starter Guide to Trade Marks for Fin-Tech Start-Ups

A crucial element to start-up success is creating brand recognition and brand value. In order to ensure that you have the best chance of doing so, it is important to consider IP strategy early on.

Registering your brand name as a trade mark helps to prevent copycats from diluting your reputation.

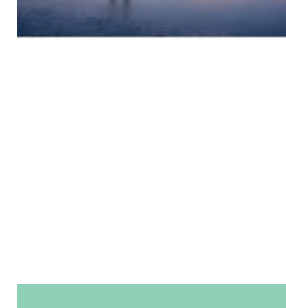
[Read the full story](#)



FCA issues statement of objections to 3 money transfer firms

The UK's Financial Conduct Authority disclosed, via a statement issued on 25 January 2023, that it is investigating three transfer companies for possible violation of the UK's Competition Act 1998.

[Read the full story](#)



New developments in the journey of the "digital pound"

On 7 February 2023, the Bank of England ("BoE") and HM Treasury published a joint consultation paper on the potential introduction of a central bank issued digital currency or "digital pound" to be issued by the BoE for retail use (used by individuals and businesses for everyday payments), that would exist alongside physical cash.

[Read the full story](#)



Meta – DPC & EDPB Decisions on lawful basis of processing and transparency

On 5 December 2022, the European Data Protection Board issued binding decisions under the Art.65 dispute resolution process to the Irish Data Protection Commission. The Facebook and Instagram decisions concluded that Facebook and Instagram were processing personal data for certain behavioural advertising activities without a lawful basis and that such processing was unfair; in addition, there were failings of transparency in relation to privacy notices.

[Read the full story](#)



Spotlight on Dubai



The New Dubai Virtual Asset Regime

The Virtual Asset Regime follows the implementation by the Dubai Financial Services Authority, the independent regulator of financial services in the DIFC financial freezone of the DIFC Crypto Token Regime on 1 November 2022 which will apply to crypto products and services in the DIFC. These separate regimes have reinforced Dubai's intention to position itself at the forefront of a regional and international hub for virtual assets and related services to develop Dubai's digital economy.

[Read the full story](#)



Upcoming events

Roundtable 'Tax & EU VAT in the Digital Age', Tuesday 14th March 2023

The European Commission announced significant reforms to the EU VAT system on December 8, 2022. The reforms are part of its VAT in the Digital Age initiative, which aims to combat EU VAT revenue loss and to modernize the EU VAT system by making it simpler, more efficient and fit for the digital age.

[RSVP](#)

Fintech Features Editors

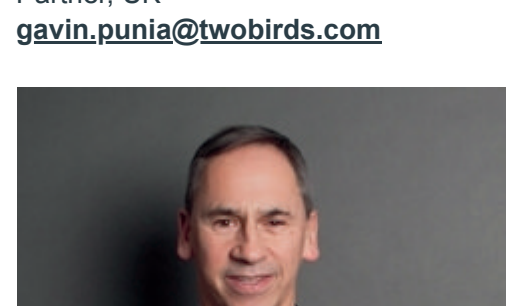


Christina Fleming
Senior Associate, UK
christina.fleming@twobirds.com

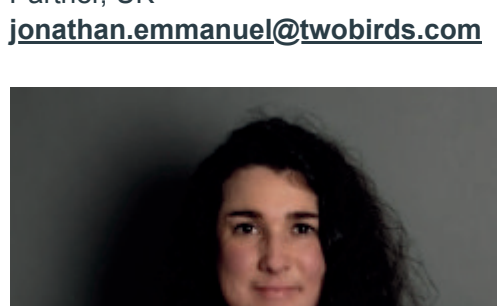


Grace Tolino
Associate, UK
grace.tolino@twobirds.com

UK Fintech team



Gavin Punia
Partner, UK
gavin.punia@twobirds.com



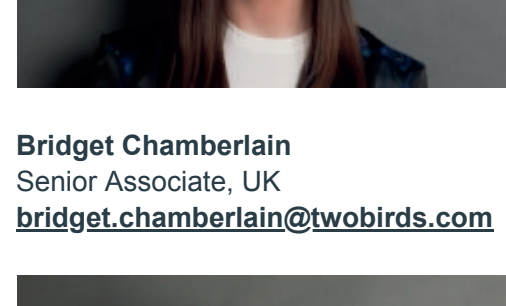
Jonathan Emmanuel
Partner, UK
jonathan.emmanuel@twobirds.com



Trystan Tether
Partner, UK
trystan.tether@twobirds.com



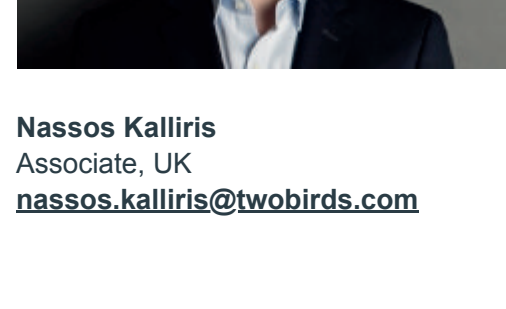
Saskia King
Legal Director, UK
saskia.king@twobirds.com



Bridget Chamberlain
Senior Associate, UK
bridget.chamberlain@twobirds.com



Tom Hepplewhite
Senior Associate, UK
tom.hepplewhite@twobirds.com



Nassos Kalliris
Associate, UK
nassos.kalliris@twobirds.com



Arif Doha
Trainee, UK
arif.doha@twobirds.com

Follow us on twitter: [@twobirds](https://twitter.com/twobirds)

NEWSLETTERS & EVENT INVITATIONS

Newsletters and content-led events give general information only as at the date of first publication and/or the date of the event, and are not intended to give a comprehensive analysis. They should not be used as a substitute for legal or other professional advice, which should be obtained in specific circumstances. Furthermore, information in our newsletters and from our events is provided subject to our terms and conditions of use here as if references to the website were to also to such content.

PRIVACY

To subscribe to Bird & Bird regular events, legal updates and newsletters please [click here](#).

To opt-out from all marketing communications from Bird & Bird please complete the form [here](#). Opting out of receiving marketing communications will not affect our continuing communications with you for the provision of our legal services.

To change your contact details or for any queries, please contact our [CRM Team](#).

This communication is personal to you. If you forward an invitation / newsletter / publication via email, you will be sharing a pre-populated form with your name and contact details. In addition, the recipient of an email forwarded marketing communication will be able to access your marketing preferences and make changes to your profile in our CRM system. We therefore advise you to use the 'Forward to a colleague' button listed at the top or bottom of this communication, which will issue the recipient with a blank form if you would like to send this on.

This email makes use of a 'clear image' (gif) to track results of the campaign. If you wish to turn off this tracking for future emails, you can do so by turning off the images in the email itself.

Our privacy policy, which describes how we handle personal information and the use of cookies, is available [here](#).

BIRD & BIRD

For information on the international legal practice comprising Bird & Bird LLP and its affiliated and associated businesses (together "Bird & Bird"), our offices, our members and partners, regulatory information, complaints procedure and the use of e-mail [click here](#).

Any e-mail sent from Bird & Bird may contain information which is confidential and/or privileged. Unless you are the intended recipient, you may not disclose, copy or use it; please notify the sender immediately and delete it and any copies from your systems. You should protect your system from viruses etc.; we accept no responsibility for damage that may be caused by them.

Bird & Bird LLP, a limited liability partnership, registered in England and Wales with registered number OC340318, with its registered office and principal place of business at 12 New Fetter Lane, London EC4A 1JP, is authorised and regulated by the Solicitors Regulation Authority, whose professional rules and code may be found [here](#).

A list of members of Bird & Bird LLP and of any non-members who are designated as partners, being lawyers or other professionals with equivalent standing and qualifications, and of their respective professional qualifications, is open to inspection at its registered office.

[Forward to a colleague](#)