

Dr. Patrick Ayad, M.Jur. (Oxford)

Partner
Munich
Berlin

Biography

Patrick Ayad runs your business from a legal perspective. He is a global leading practitioner on international contract drafting, procurement, and distribution, as well as an experienced regulatory advisor. Within more than 15 years he has gained considerable knowledge of commercial and regulatory matters, advising global companies, particularly in the industrial and consumer goods industry sectors.

Patrick designs, reviews and negotiates your commercial contracts of all kinds. He is highly recommended for legal advice and representation of companies in the areas of international contract drafting, purchasing and sales, distribution, cooperation, research and development and licensing. In addition, he often advises in the context of corporate transactions. Patrick Ayad is an experienced speaker and publishes regularly.

Patrick leads the global sector group Mobility and Transportation at Hogan Lovells and is also the global leader of the practice area Strategic Operations, Agreements and Regulation (SOAR).

According to recent sources, "top-notch lawyer" Patrick Ayad has a strong standing in the market for his



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Languages

English
German
French

Practices

Commercial
Complex Contracting
International Trade and Investment
Transportation
Strategic Operations, Agreements
and Regulation

Industries

"extensive expertise in global commercial contracts mandates" (Chambers Europe, 2019). Clients praise his "proactive, innovative approach to advice" (Chambers Europe, 2020) and particularly value that he "has a clear understanding of the client's expectations and acts accordingly. Where necessary, he involves colleagues from other areas of expertise and offers advice from a single source" (Legal 500, 2020). Patrick is considered "a leading expert for automotive distribution matters and automotive sector work in general" (Legal 500, 2019).

Representative experience

Advising worldwide leading automotive companies on commercial contracts for development, procurement, supply and distribution, including restructuring and termination.

Advising several market leaders for consumer electronics on standard contracts for global use (procurement, supply, distribution, license, transport and logistics).

Advising various global leading companies for consumer, industrial and technology products on a variety of regulatory and product compliance matters.

Advising Daimler AG on a mobility joint venture with BMW.

Advising Daimler on its investment in Volocopter.

Advising worldwide leading automotive companies on mobile source regulations (including emissions reviews and investigations).

Advising several automotive manufacturers (OEMs) on various innovative new distribution models (including direct and online distribution).

Advising worldwide leading aerospace and defense companies on global model contracts and major contract projects (including contract negotiations).

Aerospace and Defense
Automotive
Consumer
Technology and Telecoms
Transport & Logistics

Areas of focus

Agency and Distribution
Logistics
Manufacturing
Procurement
Electronics and Consumer Appliances
Retail and Consumer Goods
Fashion and Luxury Brands

Education and admissions

Education

Dr. iur., LMU Munich (Ludwig-Maximilians-Universität München), 2005

M.Jur., University of Oxford, 2004

Dipl. iur., LMU Munich (Ludwig-Maximilians-Universität München), 1997

Accolades

"Patrick Ayad is hailed as a leading figure in the market who is characterised by 'his practical new

Advising worldwide leading automotive companies on other regulatory matters.

ideas and pragmatic approach."

Chambers Europe, 2018

Awards and rankings

- Band 1 for Commercial Contracts, *Chambers Europe*, 2015–2021
- Leading Advisor for Distribution/Trade/Logistics, *JUVE handbook*, 2015–2021
- Often Recommended Lawyer for Product-related Regulatory Law, *JUVE handbook*, 2017–2021
- Often Recommended Lawyer for International Trade, *JUVE handbook*, 2017–2021
- Leading Name for Trade, Distribution, Logistics, *Legal 500 Germany*, 2015–2021
- Most frequently mentioned Lawyer for Contract Law, *kanzleimonitor*, 2016–2021
- Acritas Star, *Acritas Stars Independently Rated Lawyers*, 2018–2020

"a leading expert for automotive distribution matters and automotive sector work in general"

Legal 500, 2018

Latest thinking and events

- Hogan Lovells Publications
 - Hogan Lovells Mobility and Transportation Newsletter | August 2021
- Analysis
 - Germany takes a pioneering role with a new law on autonomous driving
- Analysis
 - Urban Logistics – on the road to a more sustainable transport?
- News
 - Getting The Deal Through: Automotive 2021
- Webinar
 - International Arbitration in the Automotive Industry?
- Webinar

■ EMEA Leadership Talks - Shaping the Future