

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

Partner
Munich

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 on commercial and regulatory matters, advising global companies particularly in the industrial and consumer goods industry sectors.

Patrick heads the Commercial practice area in Germany and is on the leadership team of the global Commercial practice area. He is also the Global Head of the Industry Sector Group Automotive and Mobility at Hogan Lovells.

According to recent sources, “top-notch lawyer” Patrick Ayad has a strong standing in the market for his extensive expertise in global commercial contracts mandates” (*Chambers Europe, 2019*). For every issue “he is able to offer practically implementable solutions and doesn't get lost in academic discussions.” In addition, “he is able to adopt our way of thinking” (*Client in Chambers Europe, 2019*). He is also known to be “a leading expert for automotive distribution matters and automotive sector work in general” (*Legal 500, 2019*).



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Languages

English
German
French

Practices

Commercial
Complex Contracting
International Trade and Investment

Industries

Aerospace, Defense, and
Government Services
Automotive and Mobility

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).

Advising worldwide leading automotive companies on other regulatory matters.

Awards and rankings

- Trade and Distribution, Leading Lawyer, *Legal 500*, 2015 - 2019
- Top Ranked for Commercial Contracts in Germany – Band 1, *Chambers Europe*, 2015 - 2019
- Leading Name for Distribution Law, *JUVE handbook*, 2015 - 2019

Consumer

TMT

Areas of focus

Agency and Distribution

Fashion and Luxury Brands

Logistics

Manufacturing

Procurement

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 ideas and pragmatic approach.'"

Chambers Europe, 2018

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

- Frequently Recommended Lawyer for Distribution, Trade and Logistics, *JUVE handbook*, 2011 - 2019
- Most Recommended Lawyer for Contract Law, *kanzleimonitor*, 2014 - 2019
- Frequently Recommended Lawyer for Foreign Trade Law, *JUVE handbook*, 2017–2019
- Acritas Star, *Acritas Stars Independently Rated Lawyers*, 2018-2019
- Public Sector: Planning and Environment, *Legal 500 EMEA*, 2018-2019

Latest thinking and events

- Press Releases
 - Hogan Lovells advises ABN AMRO and COMMERZBANK on the capital increase of SFC Energy AG
- Published Works
 - Getting The Deal Through: Automotive 2019
- Published Works
 - Getting The Deal Through Automotive 2019 - Germany
- Published Works
 - The Push and Pull of Automotive Disruption *Handelsblatt Journal*
- Hogan Lovells Publications
 - How will OEMs evolve from automotive manufacturers to sellers of new mobility services, disrupting traditional distribution models globally?
- ■ Mexico at the Crossroads: The Automotive Industry — Present and Future