

Audrey Haroz Reed

Partner

Washington, D.C.

New York

Biography

Audrey Reed is focused on helping your business grow. As the head of our U.S. Commercial Practice and member of our global IP, Media, and Technology transactions steering committee, Audrey brings a breadth and depth of experience to significant commercial projects and strategic transactions.

Audrey represents clients on their commercial and IP transactions in the global arena. Her work includes assisting clients throughout the full life cycle of products and services – from discovery and acquisition through development to commercialization and protection. She is experienced with all aspects of the supply chain, including procurement, logistics, manufacturing, and distribution arrangements. She also drafts and negotiates complex IP licensing and outsourcing agreements.

Audrey works in close coordination with our mergers and acquisitions team. She advises companies on IP aspects of corporate transactions. She has significant experience with transition services agreements, license agreements, and other commercial arrangements that are needed to keep a business running throughout an acquisition or divestiture.

Audrey represents clients across a wide range of



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Practices

Commercial

Complex Contracting

Intellectual Property

IP and Technology Transactions

IT Law

Space and Satellite

Trade Secrets and Confidential
Know-how

Industries

Automotive and Mobility

industries, including aerospace and defense, automotive, consumer products, e-commerce, industrial products, IT, media and entertainment, life sciences, and telecommunications.

Representative experience

Representation of Honeywell on its US\$1.5bn acquisition of Intelligrated, a leader in supply chain and warehouse automation solutions.

Representation of Honeywell on its acquisition of Transnorm, a leading provider of warehouse automation solutions.

Representation of Dell in the sale of its Dell Services IT services business to NTT Data.

Representation of Audi, BMW, and Daimler in connection with their purchase, as a consortium, of the HERE mapping business from Nokia.

Representation of Fox Entertainment Group in the formation of a joint venture with NBC Universal and Providence Equity Partners to create Hulu.com.

Representation of Ford Motor Co. in its sale of Volvo Cars to Zhejiang Geely Holding Group Co., Ltd, and in its sale of Jaguar and Land Rover to Tata Motors Limited.

Representation of Cisco Systems, Inc. in its acquisition of Assemblage, Inc. and DocumentReady ApS and in its separate acquisition of Panoz GmbH.

Representation of Fox Interactive Media in its acquisition of a number of internet and technology companies, including Photobucket.

Representation of GE Healthcare in its proposed acquisition of Thermo Fisher's cell culture, gene modulation, and magnetic beads businesses for around US\$1.06bn.

Representation of HarperCollins Publishers in its acquisition of Thomas Nelson, Inc.

Aerospace, Defense, and Government Services

Consumer

Life Sciences and Health Care

TMT

Education

Areas of focus

IP Rights in Transactions

Technology Contracts

Agency and Distribution

IT Outsourcing

Logistics

Manufacturing

Outsourcing

Procurement

Supply Chain

IP Licensing, Commercialization, and Technology Transfer

Broadband, Internet, and E-commerce

Education and admissions

Education

J.D., Vanderbilt Law School, 1998

B.A., University of Virginia, with distinction, 1995

Memberships

Ongoing representation of Time Warner Cable in connection with a variety of commercial agreements.

Awards and rankings

- Media, Technology, and Telecoms: Outsourcing, *Legal 500 US*, 2017-2019
- Media, Technology, and Telecoms: Technology: Transactions, *Legal 500 US*, 2012-2017
- IP Star - District of Columbia, *IP Stars*, 2014-2016
- IP Star - New York, *IP Stars*, 2014-2015
- IP Star - United States, *IP Stars*, 2014
- Top 250 Women in IP, *IP Stars*, 2013
- "Legal Elite" for Intellectual Property, *Virginia Business Magazine*, 2008, 2010

Latest thinking and events

- Hogan Lovells Publications
 - Artificial Intelligence and your business: A guide for navigating the legal, policy, commercial, and strategic challenges ahead *Hogan Lovells*
- Events
 - The Internet of Things Webinar Series: Connected Vehicles and Smart Cars
- Press Releases
 - Hogan Lovells acts on multiple transactions for Ventiga Capital Partners
- Sponsorships and Speaking Engagements
 - AIPLA 2014 Annual Meeting
- Published Works
 - Now You See It, Now You Don't: District Court Finds That Reserving the Right to Change Terms Can Make a Contract Illusory *Intellectual Property and Technology Law Journal*

Member, American Bar Association

Member, Virginia Bar Association

Bar admissions and qualifications

District of Columbia

New York

Virginia
