

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 Ayad 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 at the same time Co-Head of the Global Industry Sector "Automotive". Additionally he heads the Commercial and Regulatory practice area in Germany.

According to recent sources, "top-notch lawyer" Patrick



Phone

+49 89 290 12 216 (Munich)
+ 49 30 80 09 30 000 (Berlin)

Fax

+49 89 290 12 222 (Munich)

Email

patrick.ayad@hoganlovells.com

Languages

English
German
French

Practices

Commercial
Complex Contracting
International Trade and Investment
Transportation

Industries

Aerospace and Defense

Ayad has a strong standing in the market for his "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

Automotive

Consumer

Technology & 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 ideas and pragmatic approach.'"

contract projects (including contract negotiations).

Chambers Europe, 2018

Advising worldwide leading automotive companies on other regulatory matters.

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

Legal 500, 2018

Awards and rankings

- Band 1 for Commercial Contracts, *Chambers Europe*, 2015–2020
- 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*, 2015–2020
- Most frequently mentioned Lawyer for Contract Law, *kanzleimonitor*, 2016–2021
- Acritas Star, *Acritas Stars Independently Rated Lawyers*, 2018–2020

Latest thinking and events

- Blog posts by author
 - Blog-Beiträge von Dr. Patrick Ayad
- Hogan Lovells Publications
 - Hogan Lovells Living Mobility Spotlight Q&A series
- Published Works
 - Living Mobility *Handelsblatt Journal*
- Sponsorships and Speaking Engagements
 - Autonomy Digital
- Webinar
 - Future Mobility Horizons: From ACES 2.0 to Living Mobility
- Events
 - EV Infrastructure Summit 2020