

## 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



### 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](mailto:patrick.ayad@hoganlovells.com)

---

### Languages

English  
German  
French

---

### Practices

Commercial  
Complex Contracting  
International Trade and Investment  
Transportation

---

### Industries

Aerospace and Defense

"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).

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.'"

Advising worldwide leading automotive companies on other regulatory matters.

*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

- Blog posts by author
  - Blog-Beiträge von Dr. Patrick Ayad
- Hogan Lovells Publications
  - Hogan Lovells Living Mobility Spotlight Q&A series
- Hogan Lovells Publications
  - Mobility and Transportation - Hot Topic Q&A Interviews
- Hogan Lovells Publications
  - Hogan Lovells Mobility and Transportation Newsletter | December 2020
- Published Works
  - Living Mobility *Handelsblatt Journal*
- Sponsorships and Speaking Engagements
  - Autonomy Digital