

Prof. Dr. Fabian Pfuhl, LL.M. (Auckland)

Counsel
Frankfurt

Biography

Fabian Pfuhl is the go-to-person for all IP and IT topics in the firm's Frankfurt office. He has many years of experience both in litigious and in non-contentious matters.

Fabian has broad expertise, in particular in the drafting and negotiation of contracts relating to intellectual property rights. Here he can look back on countless transactions in which he has advised his clients - both buy-side and sell-side - on questions of IP/IT and data protection compliance, particularly in a tech-intensive environment.

Fabian is also well known in the market for his advice on combating black and grey markets. As he advises on both civil and criminal law aspects in this area, Prof. Dr. Pfuhl holds brilliant contacts to investigation and customs authorities. His clients therefore consider him a "one-stop shop" for all product piracy issues.

Fabian's clients include several globally leading manufacturers of pharmaceutical products as well as well-known companies from the financial services sector. In both industries, Prof. Dr. Pfuhl continues to advise at the interfaces of IP/IT/data protection requirements and regulatory framework conditions.

For many years, Fabian has been a lecturer at Darmstadt University of Applied Sciences. He has been awarded a professorship there in 2019. As part of his



Phone

+49 69 962 36 0

Fax

+49 69 962 36 100

Email

fabian.pfuhl@hoganlovells.com

Languages

English
German

Practices

Intellectual Property
IP and Technology Transactions
IT Law
Trade Secrets and Confidential Know-how
Health
Privacy and Cybersecurity
Marketing and Advertising
Trademarks and Brands
Digital Assets and Blockchain
Domain Names

professorship, he teaches information law, in particular licensing law and contract design.

Fabian studied in Bayreuth, Germany, and later on in Auckland, New Zealand, where he graduated as Master of Law. After receiving a Ph.D. in Law with a dissertation in the field of unfair competition law, he worked as an Academic Council at the Research Center for German and European Foodstuff Legislation at the University of Bayreuth before joining Hogan Lovells.

Representative experience

Advising Pierre Fabre Dermo-Kosmetik and Pierre Fabre Pharma in advertising law matters, particularly in the field of advertisements for pharmaceuticals and cosmetics.

Ongoing advice for Philips in unfair competition and other advertising-related matters.

Ongoing advice for Skoda Deutschland GmbH in advertising regulation matters.

Counselling and litigation in cases of unfair competition and product counterfeiting, especially in the field of preliminary injunctions, for a well-known Austrian company.

Advising a leading pharmaceutical company in various cases of trademark infringements (particularly illegal parallel-imports) and product piracy.

Ongoing advice in civil and criminal law matters for a world-wide leading pharmaceutical company on the field of fighting grey and black pharmaceutical markets.

Advising a namable financial institution in a number of IT outsourcing projects.

Awards and rankings

- Intellectual Property: Trade marks and unfair competition, *Legal 500 EMEA*, 2019
- Trademarks: Anti-Counterfeiting, *World Trademark Review*, 2020

IP Litigation, Arbitration, and
Alternative Dispute Resolution

Industries

Life Sciences and Health Care
Financial Institutions
Technology and Telecoms
Consumer

Areas of focus

False Claims Act and Qui Tam
IP Rights in Transactions
Advertising and Promotion
Compliance
AdTech
FinTech
False Advertising and Unfair
Competition
Data Protection
IT Outsourcing
Brexit
Pharmaceuticals and
Biotechnology

Education and admissions

Education

LL.M., University of Auckland,
Second Class Honors Second
Division, 2010

Dr. iur., University of Bayreuth,
magna cum laude, 2009

Latest thinking and events

- Press releases
 - Hogan Lovells advises Xaveo on 8 million Euro seed financing
- Press releases
 - Hogan Lovells advises Aareon on the acquisition of Haufe Lexware Real Estate
- Press releases
 - Hogan Lovells advises AES on the acquisition of aviationscouts
- Press releases
 - Hogan Lovells advises Aareon on an investment of up to 100 million Euros in Stonal
- Press releases
 - Hogan Lovells advises Commerzbank AG on the acquisition of a minority stake in NIXDORF Kapital AG
- Press releases
 - Hogan Lovells advises Flaxtec on cooperation with Hyundai

Second State Exam in Law,
Bavaria, with honors, 2009

First State Exam in Law,
University of Bayreuth, with
honors, 2006

Memberships

German Association for
Industrial Property and
Copyright - GRUR

Frankfurt a. M. Bar Association

Bar admissions and qualifications

Frankfurt

Court admissions

Germany

Accolades

[...] anti-counterfeiting ace Fabian Pfuhl is a nightmare for black and grey market traders, thanks to the results he secures through civil and criminal actions and customs measures.

WTR 1000, 2020

Fabian Pfuhl is one of the most renowned experts in the field of licensing law.

*idw - Informationsdienst
Wissenschaft, 2019*
