

## **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. With more than 20 years of experience, Patrick brings considerable knowledge on both commercial and regulatory matters in all areas relating to the future of mobility, including Automotive and Mobility, Transportation and Logistics as well as Aerospace and Defense.

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 is an experienced speaker and publishes regularly.

Patrick leads Hogan Lovells' global MOVE strategy and is also head of the firm's global Strategic Operations, Agreements and Regulation (SOAR) practice area.

According to recent sources, "Patrick Ayad has a high understanding of the mobility and automotive sectors and has deep knowledge, overview and experience." (Chambers Europe, 2023). His clients praise him as "an



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### **Languages**

English  
German  
French

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### **Practices**

Commercial  
Complex Contracting  
International Trade and Investment  
Transportation  
Strategic Operations,  
Agreements and Regulation

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### **Industries**

Aerospace and Defense

excellent business partner and strategic thinker" (Chambers Europe, 2023). In terms of his team, the consultancy is also "at the highest level in commercial and distribution law, as well as in the automotive sector in general." (Legal 500, 2023). Patrick is considered a "market leader" offering "excellent advice to prestigious clients on a plethora of commercial issues such as international distribution systems, product launches and liability as well as supply and manufacturing agreements, often acting for car manufacturers." (Chambers Europe, 2023).

## 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.

Automotive and Mobility

Consumer

Technology

Transportation and Logistics

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## Areas of focus

Agency and Distribution

Logistics

Manufacturing

Procurement

Electronics and Consumer Appliances

Retail and Consumer Goods

Fashion and Luxury Brands

Artificial Intelligence

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## 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

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## Accolades

"For us, Patrick Ayad is an invaluable adviser. He not only points out the legal risks, but also finds proactive ways to develop projects." client

## Awards and rankings

- Notable Practitioner for Commercial Contracts, *Chambers Germany*, 2025
- Leading lawyer for commercial contracts, *Chambers Europe*, 2015 – 2024
- Notable Practitioner for Commercial Law, *Chambers Global Market Leaders*, 2024
- Leading advisor for distribution/trade/logistics, *JUVE handbook*, 2015 – 2024
- Often recommended for product-related regulation, *JUVE handbook*, 2017 – 2022
- Often recommended for international trade, *JUVE handbook*, 2017 – 2024
- Often recommended for Transport sector: Regulation, *JUVE handbook*, 2021-2025
- Lawyer of the Year for trade, distribution, logistics, *The Legal 500 Germany*, 2025
- Hall of Fame for trade, distribution, logistics, *The Legal 500 Germany*, 2023-2025
- Leading Name for trade, distribution, logistics, *The Legal 500 Germany*, 2015 – 2023
- Recommended Lawyer for international trade, *The Legal 500 Germany*, 2021-2024
- Recommended Lawyer for product-related regulation, *The Legal 500 Germany*, 2021-2022
- Recommended Lawyer for advising the transport sector, *The Legal 500 Germany*, 2021-2024
- Most frequently mentioned lawyer for contract law, *kanzleimonitor*, 2016 – 2022
- Acritas Star, *Acritas Stars Independently Rated Lawyers*, 2018 – 2021
- Recommended Lawyer for Franchising, *Who's Who Legal*, 2023

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"genuine super-lawyer with a very comprehensive skill set", client

*Chambers Europe, 2022*

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"the expert in autonomous driving," client

*JUVE handbook, 2021/2022*

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A client highlights his service approach and client communication: "He is very uncomplicated, has no airs or graces, so I know I can simply pick up the phone to him. And if there is anything I want to revisit, he always takes it seriously, and quickly consults others in his firm if necessary."

*Chambers Europe, 2021*

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Patrick Ayad offers market-leading advice, covering all relevant areas of commercial contracts, with a particular focus on the automotive sector.

*Chambers Europe, 2021*

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## Latest thinking and events

- Sponsorships and Speaking Engagements
  - MOVE London

- News
  - The Future of Tech Unveiled: CES Highlights
- News
  - U.S. BIS final rule prohibits imports, sales of connected vehicles and systems with China or Russia nexus
- News
  - U.S. proposal prohibits imports, sales of connected vehicles and systems with China or Russia nexus
- News
  - MOVE - Hot Topic One-Pagers
- News
  - Sustainable products as the norm: the EU Ecodesign for Sustainable Products Regulation effective now