

## Dr. Tanja Eisenblätter, LL.M. (WCL)

Partner

Hamburg

### Biography

Tanja Eisenblätter is a passionate litigator who represents her clients in commercial matters, automotive, energy and trade disputes, in pharmaceutical advertising matters and in crisis communication.

With over 20 years of experience, Tanja regularly wins in court and is praised by her clients as "business-oriented and quick" and "very focused and tough in front of the court".

Tanja heads the firm's EMEA, APAC, and German litigation practice. She is also part of our global Life Sciences Industry Sector Group leadership team. Tanja has substantial experience in the automotive industry and is a member of our global Automotive Industry Sector Group.

Tanja is one of Germany's most esteemed lawyers in the field of advertising. International pharmaceutical and medical device companies rely on her knowledge and experience, especially when it comes to handling complex cross-border litigation. Tanja has tackled multiple product launches, advising on worldwide advertising strategies, bringing together legal knowledge and in-depth scientific experience. Tanja, a member of the firm's Crisis Leadership team, also focusses on global compliance matters. She regularly



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### Languages

English

German

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### Practices

Commercial Litigation

Crisis Leadership Team

Investigations, White Collar, and Fraud

Litigation Services

Marketing and Advertising

Technology Litigation

Insolvency Litigation

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### Industries

Automotive and Mobility

conducts internal investigations and represents her clients in court, seeking compensation with regard to white-collar crimes.

Tanja is regularly elected as a "Leader in her Field" in the life sciences sector by Chambers Europe and is dubbed as a "Life Sciences Star" by LMG Life Sciences as well as an "Acritas Star". She received her LL.M. from Washington College of Law, Washington, D.C. Due to her outstanding academic record, she was awarded a scholarship from Studienstiftung/ZEIT-Stiftung. During her practical training, she worked for the German Permanent Mission to the UN in New York.

## Representative experience

Representing with regard to damages arising from allegedly delayed grid connection of offshore wind farms in several matters.

Worldwide coordination of all unfair competition matters for her client's product in the field of pharmaceutical litigation.

Double-digit million euro commercial litigation re commission and statement of (commission) account.

Mass litigation in the automotive industry.

## Awards and rankings

- Industry Focus: Healthcare and Life Sciences, *Legal 500 EMEA*, 2018-2019
- Recommended lawyer for government regulatory – healthcare, *JUVE handbook*, 2018/2019
- Leading lawyer for life sciences, *Chambers Europe*, 2016-2019
- Acritas Star, *Acritas Stars Independently rated lawyers report*, 2016 & 2018-2020
- Included for pharmaceuticals and advertising law, *Edition Best Lawyers™ in Germany*, 2015-2019
- Lawyer of the Year for advertising law in Hamburg/Germany, *Edition Best Lawyers™ in Germany*, 2016
- Recommended lawyer for regulatory, *LMG Life*

Energy and Natural Resources

Life Sciences and Health Care

Technology and Telecoms

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## Areas of focus

AdTech

Advertising and Copy Clearance

Advertising and Promotion

Compliance

Bribery and Corruption

Dawn Raids

Digital Health

IERP Dispute Resolution

False Advertising and Unfair Competition

Litigation Communications

Media Relations

Medical Devices

Personality Rights

Pharmaceuticals and Biotechnology

Regulatory Exclusivities, Hatch-Waxman, and Similar Statutes

Retail and Consumer Goods

Sales Promotions

Crisis Communications

Sports

Media and Entertainment

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## Education and admissions

### Education

LL.M., American University  
Washington College of Law

## Latest thinking and events

- Hogan Lovells Publications
  - Guide on Internal Investigations in Germany 2023
- News
  - Collective actions on the horizon after this week's BGH rulings on damages in emission matters
- News
  - ESG Litigation Guide: An interactive guide providing detailed analysis of international ESG litigation cases *Engage Premium*
- Webinar
  - Medical Devices Update
- Awards & rankings
  - Hogan Lovells lawyers named in Euromoney's Women in Business Law Expert Guide 2022
- Insights and Analysis
  - Separating the real from the fake – Battling fake reviews across the globe