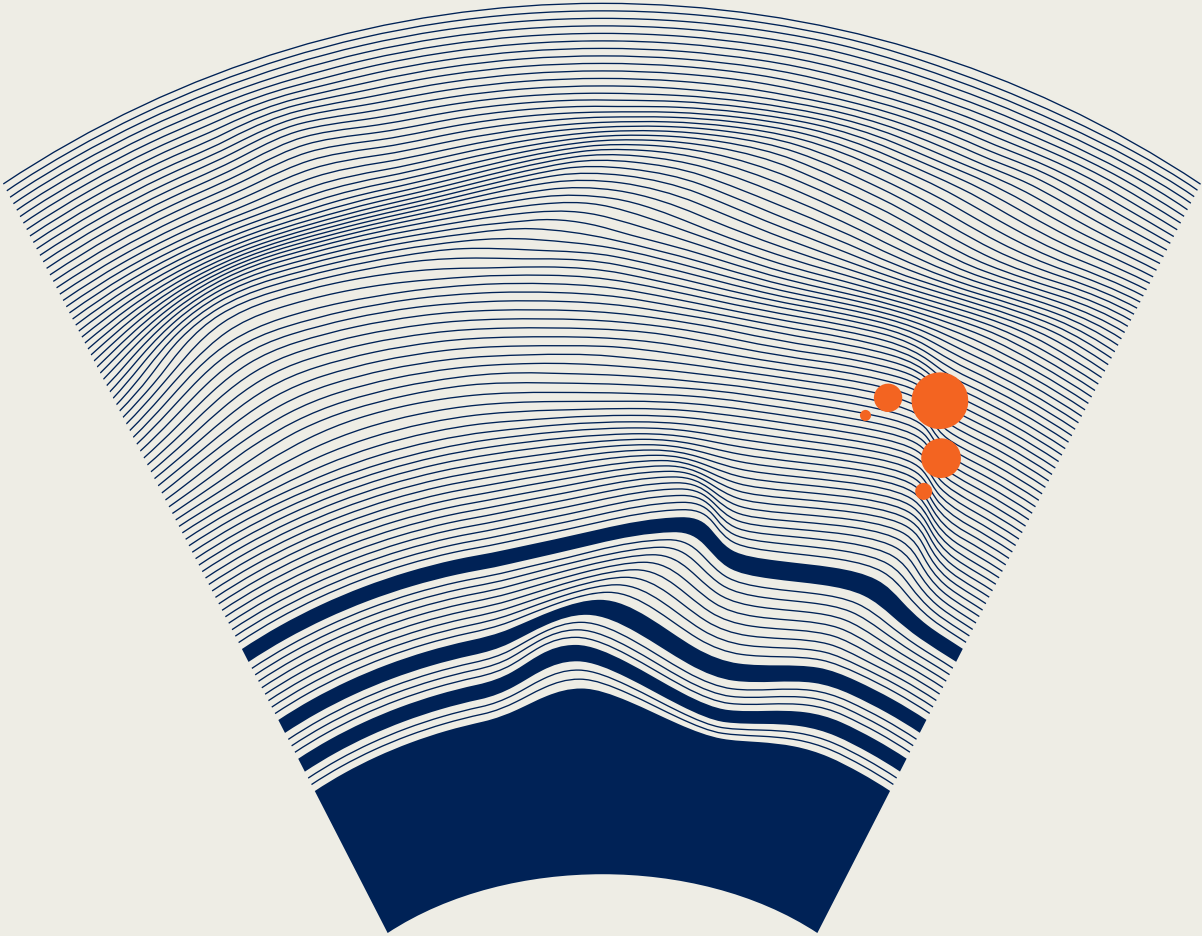


Noerr



Healthcare

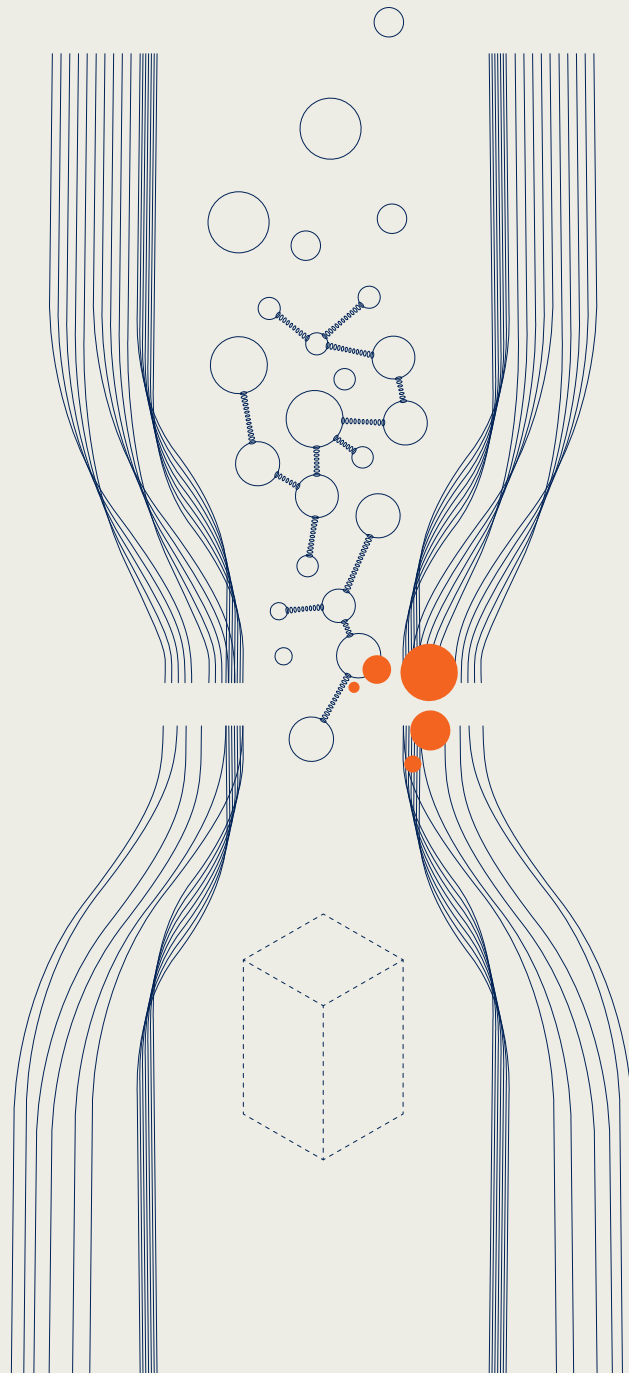




**We provide  
sound and secure  
solutions even  
where the legislator  
and courts give no  
guidance.**

*Dr Michael Reiling*





*New technical, genetic and medical opportunities and methods are driving the development of health-care. From technology-based diagnostics to tailored 3D-printed implants – progress and digital transformation are multiplying the possibilities for dealing with disease. This opens up growth opportunities, provided that companies master the related challenges.*

Researching and developing medical products or therapeutic procedures is capital-intensive and time-consuming. Sometimes decades can pass between the basic research or the first preclinical study and approval. Protecting the intellectual property which arises and eventually realising the added value only happens with strong partners and a superior strategy.

Not to forget: Virtually no market is as strictly regulated as the healthcare sector. Under the German Pharmaceutical Market Reorganisation Act, new products must not only prove they are effective and thus literally worth their price, but developers, manufacturers, retailers and users are also subject to ever-stricter compliance requirements and transparency obligations. Product liability risk is also a challenge for companies. Even the suspicion of an error can be reason enough for a product recall. So it is all the more important to have legal advice which focuses on the interests of companies.

## /YOUR CHALLENGES

*The Healthcare Practice Group offers a unique combination of industry expertise and specialist knowledge of all relevant legal areas.*

These include regulatory compliance, company law, M&A, trade and distribution law, IT law, industrial property rights, antitrust law, public law, procurement law, product liability law, white-collar criminal law and litigation.

Our practice covers the following key challenges:

**M&A and private equity**

- Transactions and joint ventures
- High-end group structuring
- Cross-border restructuring
- Financing

**Research and development**

- Drafting R&D cooperation agreements
- State aid law
- Advice on research subsidies and drafting contracts
- Administrative proceedings and litigation

**/ OUR SOLUTIONS**

**Regulatory compliance**

- Approval procedures
- Contracts for clinical tests
- Data privacy
- Pharmacovigilance
- Producing codes of conduct
- CE labelling
- Environmental protection law
- Criminal and administrative offences law
- Management liability
- Environmental law liability
- Criminal defence

**Industrial property rights**

- Cross-border patent infringement actions
- Supplementary protection certificates
- Strategic patent advice
- Freedom to operate (FTO)
- Brand protection and brand strategy
- Product piracy
- Licensing law
- Pharmaceutical advertising law
- Protection of clinical data
- Litigation
- Patent application, enforcement and licensing strategies

**Distribution**

- Cross-border pricing strategies and control of parallel imports
- Antitrust and distribution law
- Contracts with pharmacies
- Internet distribution
- Exports

**Antitrust compliance**

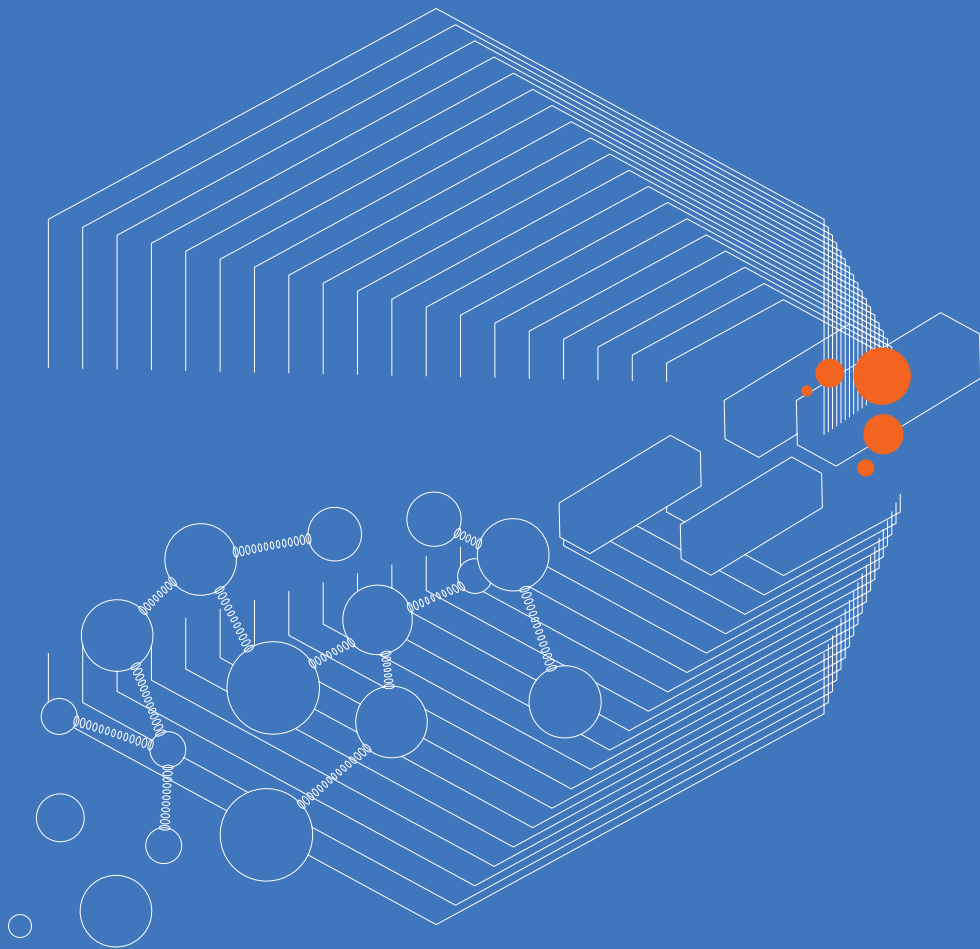
- Codes of conduct for dealing with customers and suppliers
- Dawn raid services
- Antitrust damages

**Product safety and product liability**

- Management of international product liability and recourse processes
- Official notification procedures
- Managing international product recalls
- Preventive advice on product safety and quality management systems

**Procurement law**

- Supporting with tenders
- Actions for annulment
- Litigation



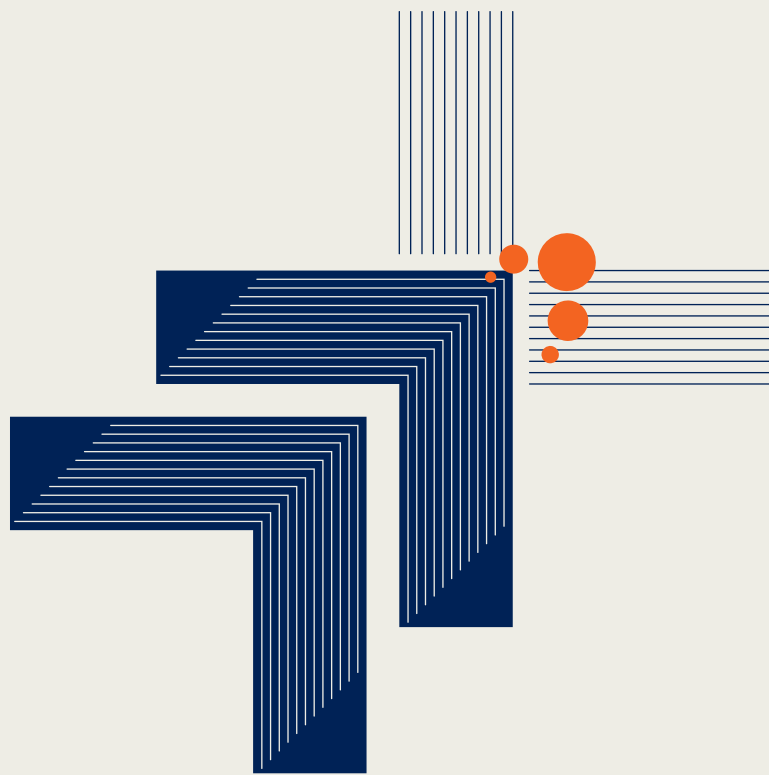


*Together with its clients, Noerr has implemented numerous successful and innovative solutions. Whether achieving market access for your medical or pharmaceutical product, providing forward-thinking advice on reimbursement issues or designing innovative PPP models for hospital constructions: since Noerr was founded, our healthcare industry specialists have managed time and again to creatively extend the entrepreneurial freedom of our clients, even in a difficult regulatory environment.*

We have managed this because we put together a team of experienced advisors, characterised by diverse backgrounds and approaches. A tailored set of specialists from a variety of subject areas are deployed for each individual case. Our advisors enthusiastically get to grips with your business model, analyse your challenge, assess the risks and give you clear recommendations. We provide sound and secure solutions even where the legislator and courts give no guidance.

We are present wherever you are: in Germany, Brussels and Central & Eastern Europe, and also globally via our international network of partner law firms which are leading in their jurisdictions. This network enables a coordinated response for your project around the world.

**/ YOUR BENEFIT**



*Noerr stands for excellence and an entrepreneurial approach. With highly experienced teams of strong characters, Noerr devises and implements solutions for the most complex and sophisticated legal challenges. United by a set of shared values, the firm's 500+ professionals are driven by one goal: our client's success. Listed groups and multinational companies, large and medium-sized family businesses as well as financial institutions and international investors all call on the firm.*

#### **Entrepreneurial thinking**

Noerr's advisors make their clients' challenges their own and are always thinking one step ahead. In doing so, they assume responsibility and are at liberty to make their own decisions. The firm is committed to always going the extra mile for its clients and to resolving complex matters with the perfect mix of experience, excellence and sound judgement.

#### **Innovative solutions**

In complex and dynamic markets new approaches are regularly required – and delivered by experts who bring both the know-how and the necessary passion. This is precisely what Noerr excels at: implementing integrated and innovative solutions in the most efficient way.

#### **Global reach**

As one of the leading European law firms, Noerr is also internationally renowned. With offices in eleven countries and a global network of top-ranked "best friends" law firms, Noerr is able to offer its clients truly cross-border advice.

In addition, Noerr is the exclusive member firm in Germany for Lex Mundi, the world's leading network of independent law firms with in-depth experience in 100+ countries worldwide.

#### **Capacity in Central and Eastern Europe**

Noerr has long had its own offices in all major Central and Eastern European capitals. The firm regularly advises on greenfield investments, joint ventures, acquisitions and divestments in Central and Eastern Europe by investors from all over the world. With more than 100 professionals, Noerr is one of the leading law firms in the region.

#### **Noerr Group**

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#### **Offices**

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# / ABOUT NOERR



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**/YOUR CONTACT**



To ensure a  
product launch  
does not become  
an international  
lawsuit, just  
talk to us.

*Dr Fabian Badtke*



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Law Firm of the Year:  
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Juve Awards 2017

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Transatlantic Equity Capital  
Markets Team of the Year



Transatlantic Legal Awards 2017

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European Law Firm  
of the Year



British Legal Awards 2016

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Germany Law Firm  
of the Year



Chambers Europe Awards 2015

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Law Firm of the Year:  
Germany



The Lawyer European Awards 2015

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Global Dispute of the  
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The American Lawyer  
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