

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



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Languages

English
German

Practices

Commercial Litigation
Crisis Leadership Team
Investigations, White Collar, and Fraud
Litigation Services
Marketing and Advertising
Technology Litigation
Insolvency Litigation

global compliance matters. She regularly 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

Industries

Automotive
Energy and Natural Resources
Life Sciences and Health Care
Technology & Telecoms

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 and Entertainment Litigation
Media Relations
Medical Devices
Personality Rights
Pharmaceuticals and Biotechnology
Power: Renewable Power
Regulatory Exclusivities, Hatch-Waxman, and Similar Statutes
Retail and Consumer Goods
Sales Promotions
Sponsorship
Crisis Communications

- Lawyer of the Year for advertising law in Hamburg/Germany, *Edition Best Lawyers™ in Germany*, 2016
- Recommended lawyer for regulatory, *LMG Life Sciences*, 2015-2018

Latest thinking and events

- Webinar
 - COVID-19 and the supply chain – contracts and force majeure
- Hogan Lovells Publications
 - Doing Business in Germany: Consumer Sector
- Brochures
 - Guide on Internal Investigations in Germany 2019 *Brochures*
- ■ Life Sciences BREXIT Countdown
- Awards and Rankings
 - JUVE awards 2018: Hogan Lovells scoops Law Firm of the Year for Dispute Resolution
- Published Works
 - Guide on Internal Investigations in Germany 2018 *Brochure*

Education and admissions

Education

LL.M., American University
Washington College of Law
University of Hamburg

Accolades

assertive, very strong professional competence and experience (client)

Juve Handbook 2018/2019

excellent at enforcing the client's interests and advising strategically (interviewees)

Chambers Europe, 2017

Great, ardent, sharp-minded and successful (client)

JUVE handbook, 2016/2017

high efficiency, profound knowledge of competition law disputes, unbeatable skills in competition courts (client)

JUVE handbook 2017/2018
