

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.



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Languages

English
German

Practices

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

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 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.

Blockchain and DLT

Domain Names

IP Litigation, Arbitration, and Alternative Dispute Resolution

Industries

Life Sciences and Health Care

Financial Institutions

Technology & Telecoms

Consumer

Areas of focus

Advertising and Copy Clearance

False Claims Act and Qui Tam

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Advertising and Promotion Compliance

AdTech

FinTech

False Advertising and Unfair Competition

Data Protection

IT Outsourcing

Brexit

Pharmaceuticals and Biotechnology

Sales Promotions

Awards and rankings

- Intellectual Property: Trade marks and unfair competition, *Legal 500 EMEA*, 2019

Latest thinking and events

- Press Releases
 - Hogan Lovells advises NORD/LB and Deutsche Hypo on merger and full integration
- Press Releases
 - Hogan Lovells advises Zinc Nacional S.A. on the takeover of leading European zinc recycling business
- Hogan Lovells Publications
 - Brexit and Data Protection: Boom for data centre operators in Continental Europe? *Brexit: hub*
- Press Releases
 - Hogan Lovells advises pipeline integrity specialist NDT Global Limited on the sale of NDT Global Group to Canadian Eddyfi NDT Inc.
- Press Releases
 - Hogan Lovells advises InfraVia European Fund II and Egis Investment Partners on the sale of shares in German A8 Motorway PPP Project
- Brochures
 - Welcome to the world of data centres

Education and admissions

Education

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

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

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
