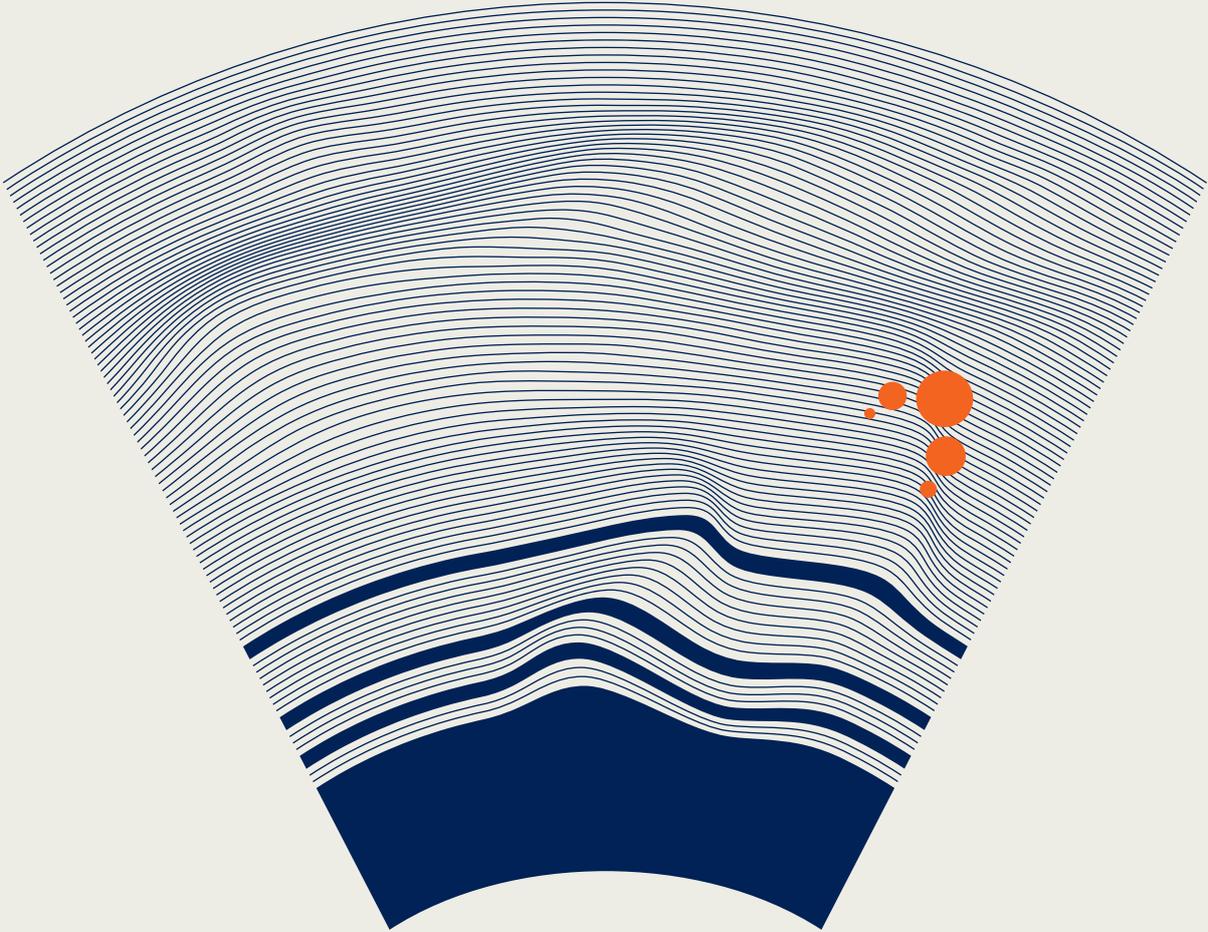


Noerr



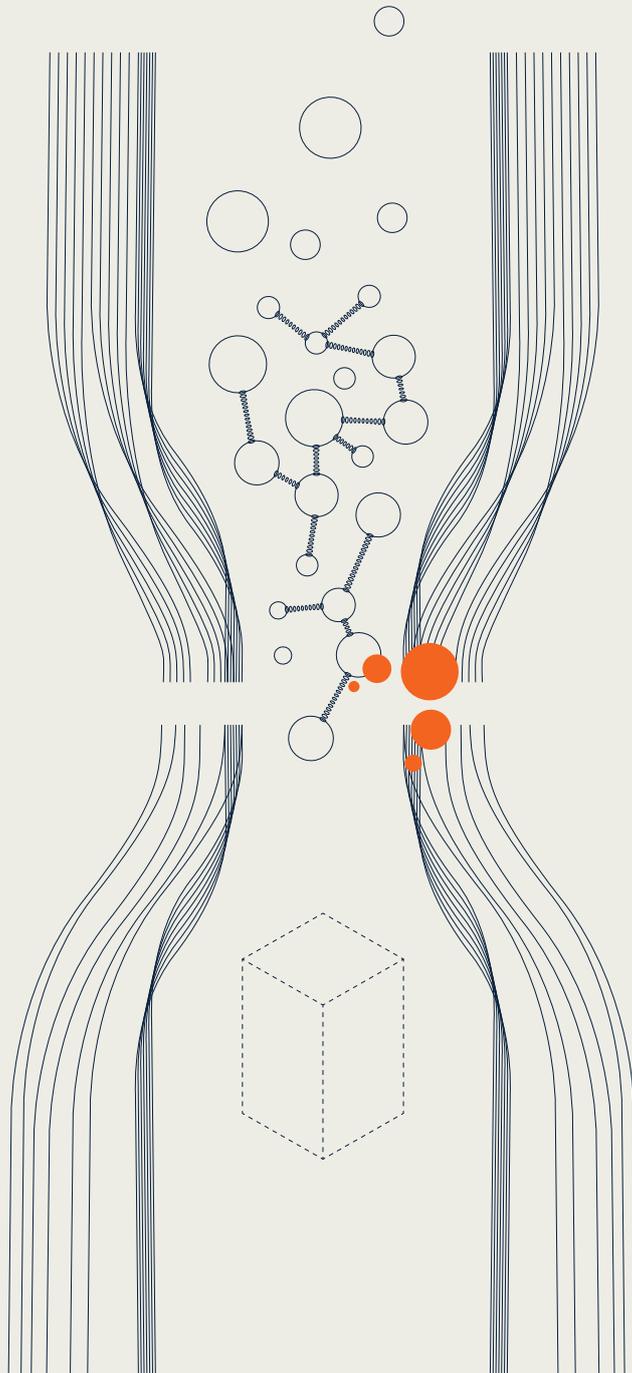
Healthcare



**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

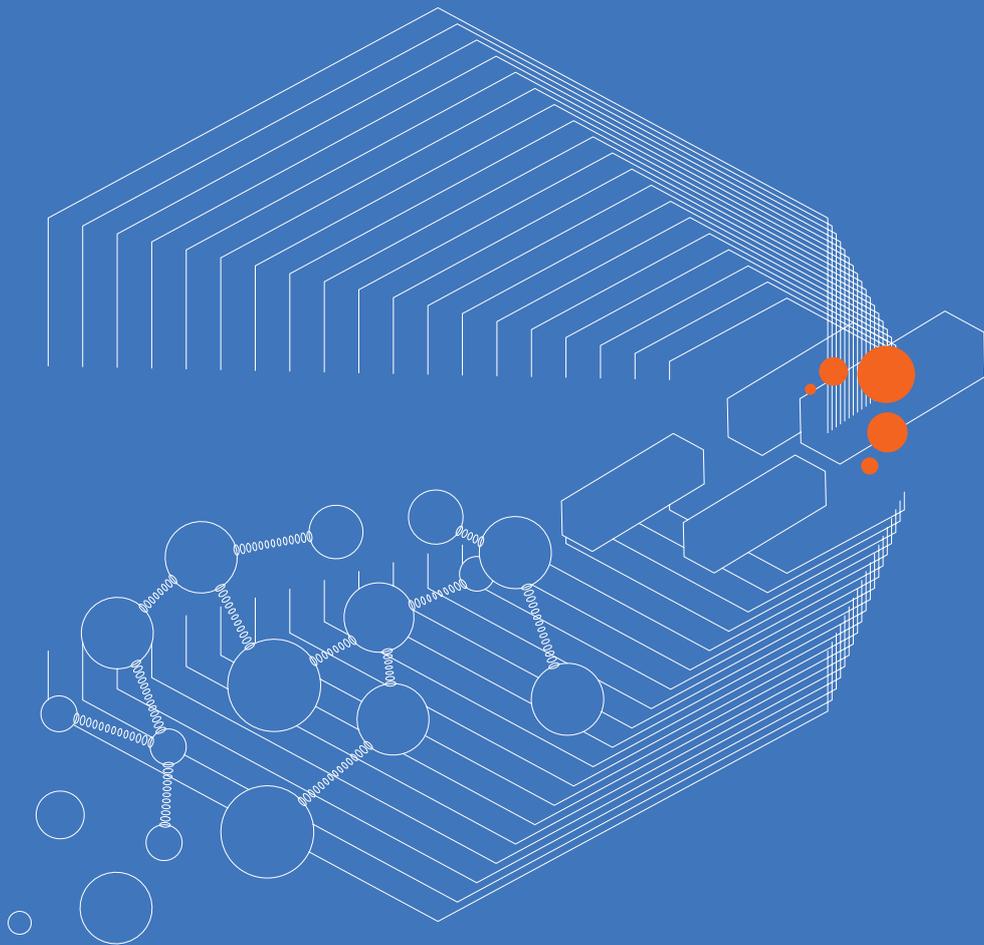
- Codes of conduct for dealing with customers and suppliers
- Dawn raid services
- Antitrust damages

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

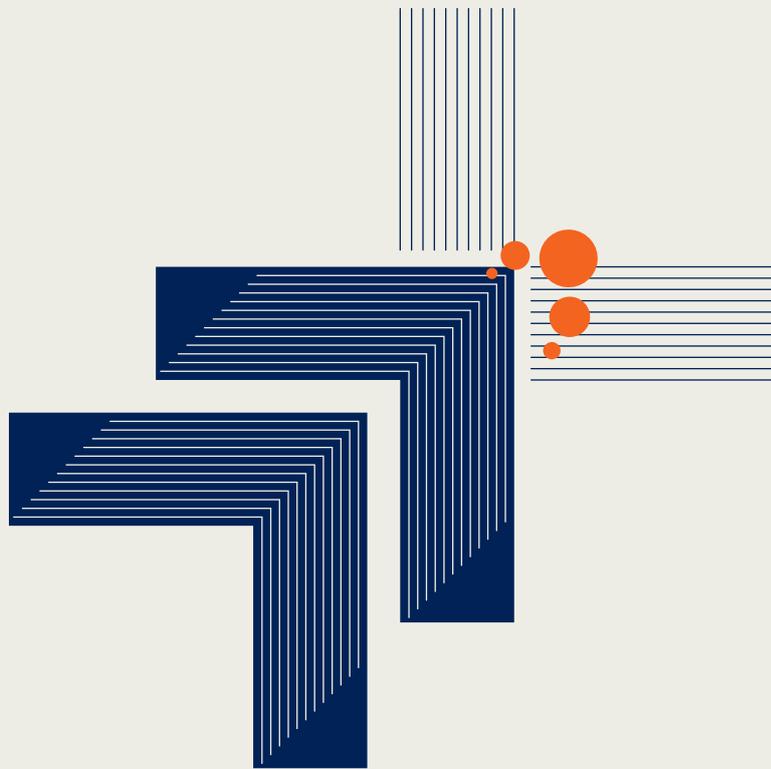


Together with its clients, Noerr has implemented numerous successful and innovative solutions. Whether achieving market access for your medical or pharmaceutical product, providing forward-thinking advice on reimbursement issues or designing innovative PPP models for hospital constructions: since Noerr 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 entrepreneurial thinking. With well-versed teams of strong characters, Noerr devises and implements solutions for the most complex and sophisticated legal matters. United by a set of shared values, the firm's 500+ professionals are driven by one goal: the client's success. Listed groups and multinational companies, large and medium-sized family businesses as well as financial institutions and international investors all rely 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 top European law firms, Noerr is also well established internationally. 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 around 100 professionals, Noerr is one of the leading law firms in the region.

Noerr Group

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

Dr Fabian Badtke



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Juve Awards 2014

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