



MAYRFELD



One Step Beyond.

Technology  
Corporate  
International

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MAYRFELD LLP is a corporate law firm that advises researching and developing domestic and international technology companies of any size on their way from idea to product, in cross-border transactions, and in all corporate matters. MAYRFELD combines highly-professional legal advice with vigorous representation of client interests and a management-oriented advisory approach. The firm sets itself apart by providing a truly multidisciplinary advisory approach through our interdisciplinary network and by combining legal and scientific expertise via the MAYRFELD advisory board.

It is not unusual for us to get involved in the realization of a lifetime achievement.

Our involvement begins in the early stages of a project and continues during the research and development process from regulatory issues, through the manufacturing and distribution phase including international business expansion. MAYRFELD focuses on advising clients in R&D co-operations, joint ventures, M&A transactions, and technology transfer issues. Existing contacts and proven cooperation with legal advisors around the world allow us to advise on and manage the implementation of complex cross-border projects.

MAYRFELD commits itself as a reliable partner advising clients on their domestic and international business strategy, counseling in operational matters and corporate transactions as well as assisting them with forward-looking planning of their business' future development. We count on a long-term and trusted business cooperation with our clients and thrive on providing rigorous support in the realization of their objectives.

Our clients are innovative.  
We want to meet them at eye level.





MAYRFELD provides industry-focussed and value-added legal advice with a multidisciplinary approach in the areas of technology, corporate, and international. The combination of industry focus, profound legal knowledge and a high affinity for technology allows MAYRFELD to provide legal advice in connection with the development and commercialization of technologies that have not yet been fully legally classified or covered by legislation.

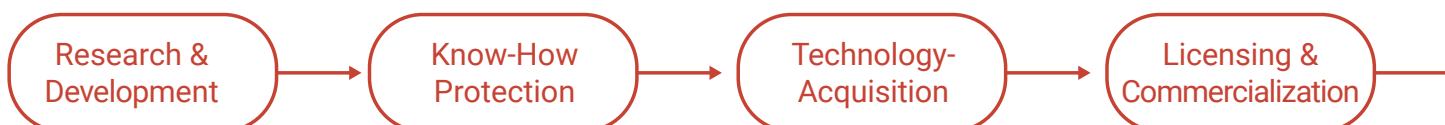
## TECHNOLOGY

Novel technologies require novel legal approaches. Innovation means going beyond known technological limits and not knowing territorial borders.

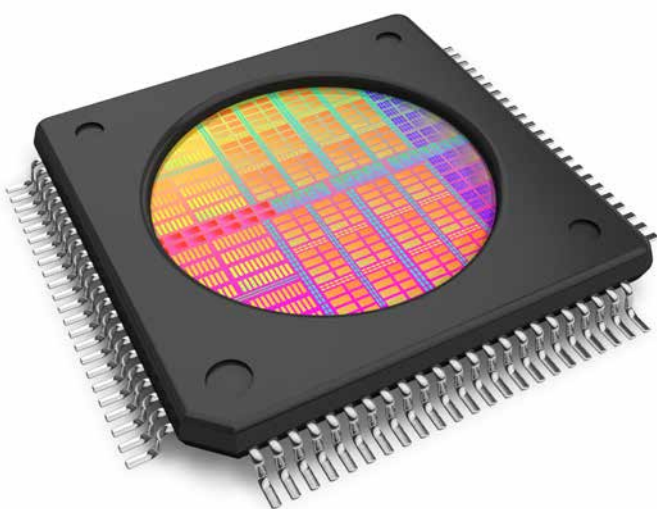


Counseling clients in the technology sector requires due consideration of the corresponding industry specifics and the regulatory framework. MAYRFELD counsels clients on all legal aspects from idea to product, from development to manufacturing and distribution, in connection with the internal protection and the group-wide pooling of IP rights, the structuring of employee invention schemes, or the acquisition or in-licensing of third party rights. MAYRFELD advises on regulatory product classifications, when cooperating with research & development partners, and on the involvement of third parties such as contract manufacturers, OEM- or distribution partners.

In the technology arena, MAYRFELD advises clients during the internal development and commercialization process in the above-mentioned segments with a focus on the *life sciences*, *IT* and *data protection*, *automotive*, and *engineering* industries.

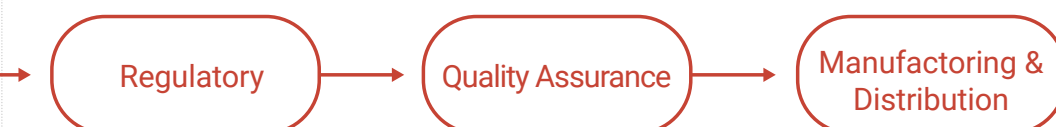






Representative technology transactions handled by members of the firm include: representation of

- a Fortune 500 company in connection with the establishment of an industry standard for car navigation systems;
- a North-American NASDAQ-listed telecommunications company in connection with the establishment of a group-wide research and development unit involving several hundred employees in Germany;
- a U.S. biotech company in connection with the licensing of bio-markers to a leading multinational Swiss diagnostic company;
- a German research & development entity in developing a tissue-engineered implant including amongst others, advice on regulatory issues and an EU-wide multicentric non-interventional study;
- a multinational pharmaceutical company in connection with the introduction of binding corporate rules for the group's internal cross-border transfers of personal data.



More Impact.  
More Personal.  
More Value.







We have long-standing experience in the handling of legal matters of particular significance and major importance to our clients. Legal advice is not an end in itself but rather serves to implement an entrepreneurial vision. This requires sound experience, a thorough knowledge of the industry, international expertise, and the right strategy.

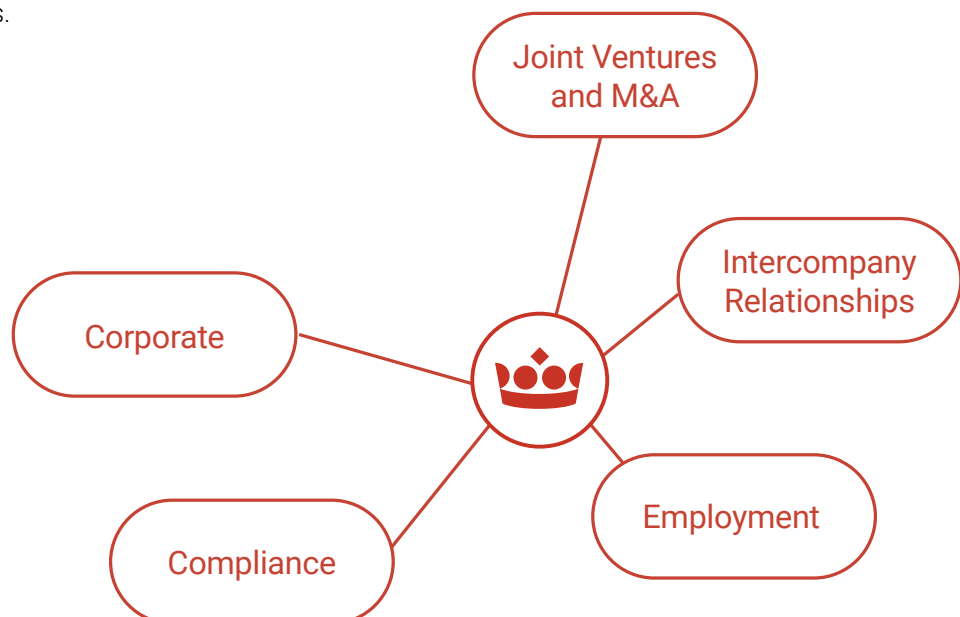
## CORPORATE

Counseling a company without understanding its business would be like traveling without a destination.

MAYRFELD advises national and international clients in all corporate matters from incorporation to corporate governance, “corporate housekeeping” as well as corporate transactions such as

- strategic investments and acquisitions or joint ventures, both national and cross-border;
- implementation of capitalization measures;
- general corporate matters;
- restructurings, liquidation, or consolidation of (affiliate) companies.

When retaining corporate advice, our clients benefit from MAYRFELD’s experience in the representation of companies of diverse sizes, from different market segments and in various stages of growth. The firm counsels small and medium-sized enterprises as well as multinational corporations in connection with their corporate matters in Germany, and our members have long-standing experience advising foreign investors in all legal matters when investing in or maintaining subsidiaries in Germany.





MAYRFELD does not limit its advice to providing standard solutions; rather, we aim at finding appropriate customized structures considering a client's specific technologies, market segments, and distribution channels. In addition, MAYRFELD advises in the structuring of employment relationships and in compliance matters.



Representative corporate transactions handled by members of the firm include: representation of

- a Fortune 500 electronics company in connection with the acquisition of an R&D unit located in China for the development of CD-technology;
- a German diagnostics company in the financing and structuring of a joint venture in Hong Kong and China on the development and distribution of diagnostic products;
- a Taiwanese multinational enterprise in a joint venture in Taiwan in the electronics industry with a German R&D unit;
- a German diagnostics company in an M&A transaction with a foreign investor;
- a UK media company in a joint venture with a German market-leader in the area of media controlling.

Fast is the new Big.







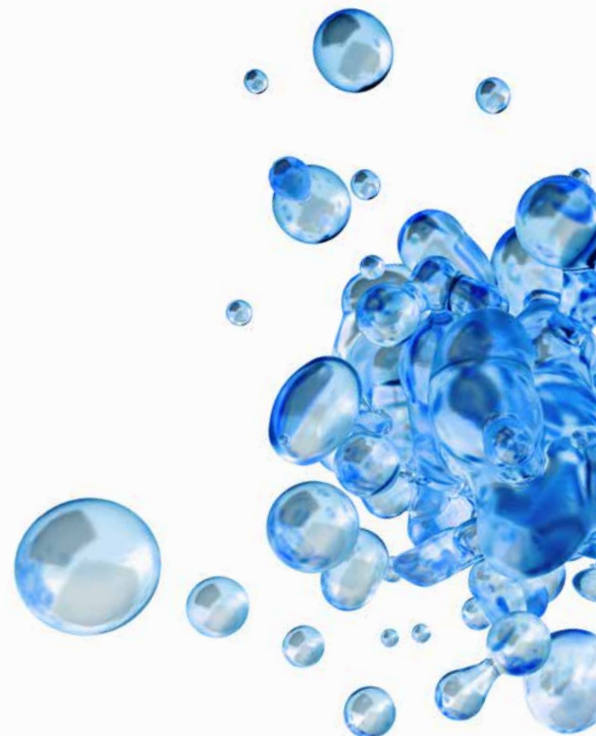
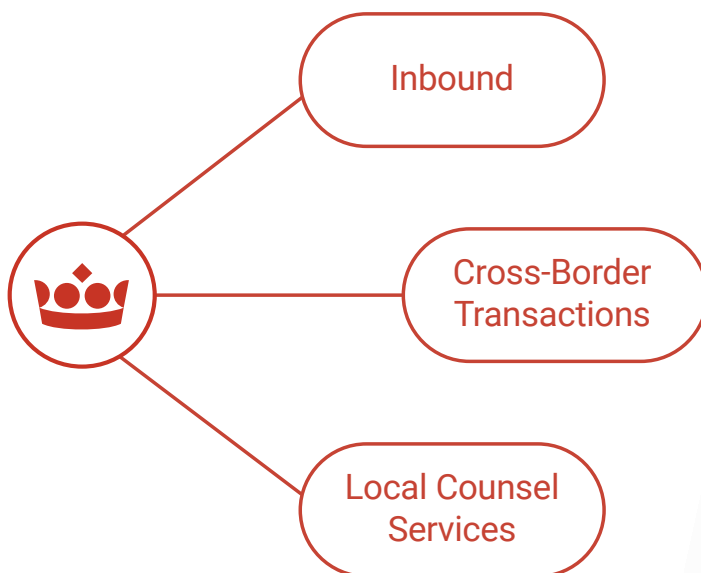
Today, conducting business is ubiquitous. MAYRFELD can rely on its members' long-standing expertise advising on domestic and international transactions. Many view foreign jurisdictions as a journey into the unknown. For us, they offer alternatives to achieve solutions that duly reflect the interests of the parties involved. MAYRFELD secures sound legal protection abroad by reverting to our personal and proven network of highly professional legal advisors. In a cross-border project, we typically develop the overall strategy, coordinate our international network partners, drive negotiations, and serve as the primary contact for our clients.



## INTERNATIONAL

Given our members' extensive expertise in cross-border transactions, they are gladly retained as local counsel by foreign investors or law firms. MAYRFELD also offers extensive experience in coordinating cross-border transactions for domestic clients. We offer a full array of cross-border related services in our practice such as:

- structuring and coordination of cross-border projects such as joint ventures, strategic alliances, the acquisition of German target companies, or R&D co-operations;
- representation of domestic subsidiaries held by foreign investors;
- regulatory matters related to cross-border product or technology transfer;
- establishment of distribution channels abroad.

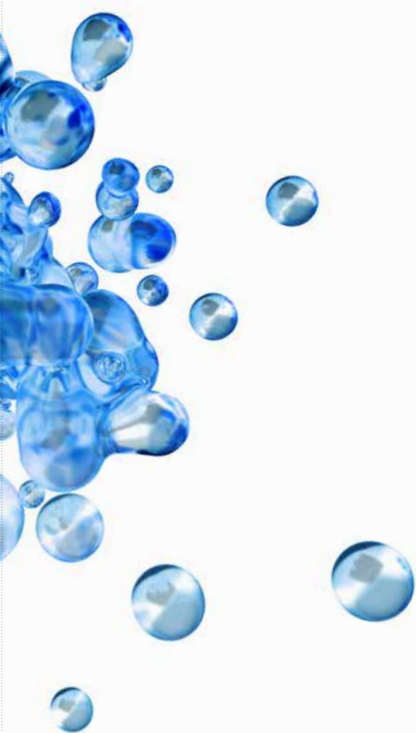


Many view foreign jurisdictions as a journey into the unknown - for us they offer alternatives to achieve solutions that duly reflect the interests of the parties involved.

In the Cross-Border Transactions, Inbound, and Local Counsel Services segments, MAYRFELD provides comprehensive support to domestic and international clients as well as to lawyers in foreign jurisdictions by bi-lingually trained attorneys offering advice and documentation in accordance with international standards.

In addition to the cross-border projects mentioned above, members of the firm acted as lead counsel in the following cross-border projects: representation of

- a German diagnostics company in connection with the implementation of a multi-centric and multinational clinical study related to the development of a novel diagnostic product;
- Fortune 500 and NASDAQ-listed companies in all corporate matters related to their German subsidiaries;
- a German diagnostics company in connection with the establishment of distribution channels in various countries in Latin America;
- a NASDAQ-listed manufacturer of telecommunication devices in connection with a product launch in Germany;
- a U.S. cruise line in connection with the establishment of employment structures and in health & safety issues in Germany.



Retaining advice to achieve an optimal negotiation result is a worthwhile investment. Generating genuine added value, however, requires more.





MAYRFELD accompanies clients in their endeavors to overcome technological and territorial borders. We focus on advising technology companies and combine legal with technical and business expertise via the MAYRFELD Advisory Board and our interdisciplinary professional network.

## ADVANTAGE

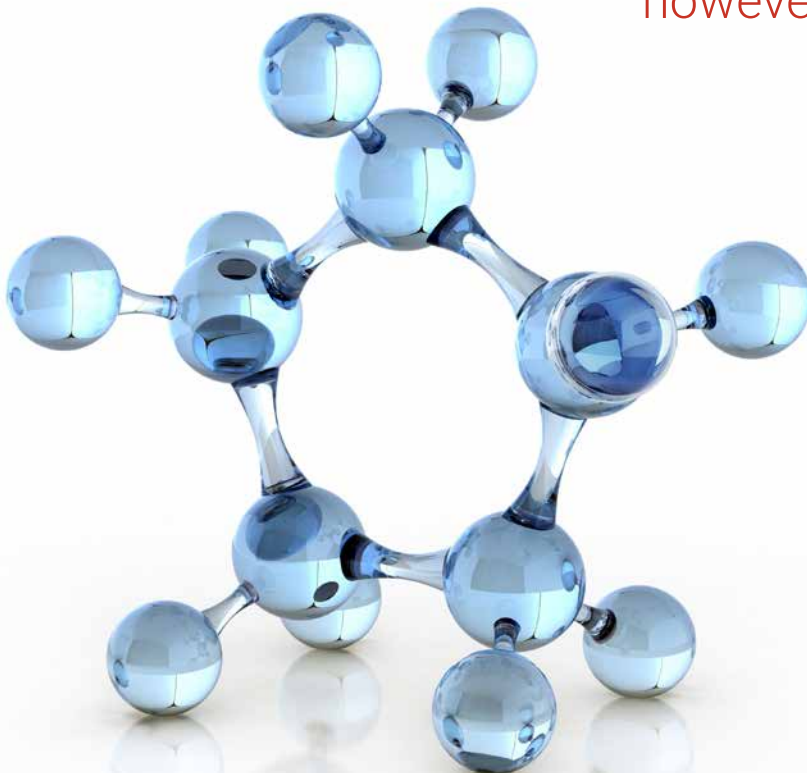
MAYRFELD stands for professional service according to the standards of major international law firms tailored to specific client needs: personal advice, utmost confidentiality by modest personnel exposure, and high flexibility. MAYRFELD applies a management-oriented and strategic advisory approach with a view on a sustained return on the investment in legal advice. Moreover, we understand a client's need for added value beyond legal advice.

## ADVISORY BOARD

MAYRFELD deliberately sets itself apart from the services of other law firms by providing a multidisciplinary advisory approach, and by its establishment of a multidisciplinary advisory board.

Our clients are innovative – we want to meet them at eye level and are glad to stay one step ahead with them. The MAYRFELD Advisory Board consists of selected scientists and other professionals offering a multidisciplinary discourse on technological and legal developments assisting us in recognizing trends and sharpening our technological understanding to provide innovative legal advice.

Our advisory board is a  
novum - the concept,  
however, is not new.







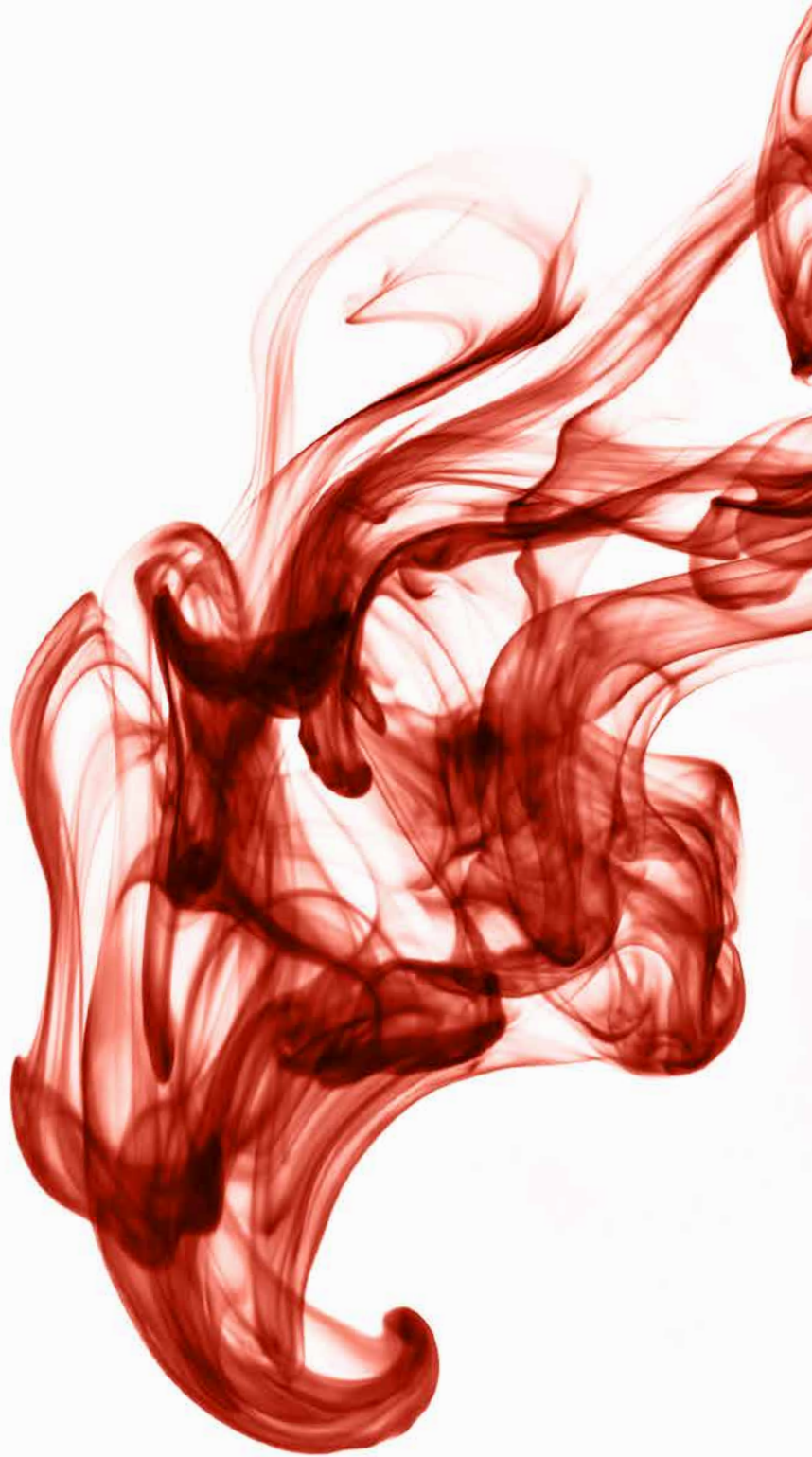
## MULTIDISCIPLINARY ADVICE

MAYRFELD understands translational advice as managing the legal issues of a project, an initiative, or an undertaking in its various stages from idea to product, such as regulatory issues, financing, IP protection, contemporary employment models, or complementing value creation - just to mention a few buzzwords. In this context MAYRFELD does not solely rely on its own expertise. We understand that, depending on our clients' level of development or wealth of expertise, the realization of their entrepreneurial success requires very different skills; these can be of a regulatory, organizational, business, communicative, or strategic nature. In pursuit of a true multidisciplinary approach, MAYRFELD, on demand, can provide seamless integration of external consultants, advisors on industry standards, or coaches within our network to provide true multidisciplinary advisory services.

You can only generate real added value if retained advice seamlessly integrates in your business' overall (operational) context.

MAYRFELD plays its part in the context of an integrated advisory approach and provides clients with the ability to ideally supplement their individual skills and expertise by calling in complementary advisors. Experience has shown that - ultimately - accomplishing many a task is not always solely of a legal nature.

Eventually, you are always  
counting on just a few.





Tailor-made legal services are not solely a matter of the number of available advisors but rather are achieved by choosing the right advisor. A successful business is based on ideas, vigor, and strategy. For this reason, we deliberately chose the structure of a boutique law firm. This structure provides room for innovative ideas and for developing perspectives that support our clients' sustained business growth. It serves as an environment for cost-effective and ROI-focused services and as a platform for combining legal, technical, scientific and related business expertise to better understand and serve client needs.

## **MAYRFELD LLP**

Tower 185  
Friedrich-Ebert-Anlage 35-37  
60327 Frankfurt am Main

T +49 69 505047-145  
F +49 69 505047-450  
[info@mayrfeld.com](mailto:info@mayrfeld.com)

MAYRFELD LLP (Limited Liability Partnership), Companies House, Cardiff, Wales, Nr. OC412905. Seat: Haselmere, England. Registered address: 72 High Street, Haselmere, GU27 2LA, England. Business address: Tower 185, Friedrich-Ebert-Anlage 35-37, 60327 Frankfurt a. M., Germany. The term "MAYRFELD" always refers to MAYRFELD LLP. The term "partner" always refers to the members of MAYRFELD LLP.

For further information, please visit:  
**[www.mayrfeld.com](http://www.mayrfeld.com)**