



→ Oliver Heinisch

Partner

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Oliver Heinisch is a partner in the Antitrust & Competition Group in the firm's London and Brussels offices.

Areas of Practice

Oliver advises on all areas of EU, UK and German competition law with a focus on international cartel and abuse of dominance procedures, including related antitrust litigation matters as well as merger control law. He also advises on the interface between intellectual property and competition law mainly in the context of complaint cases, investigations of competition authorities and intellectual property litigation.

Oliver's additional experience includes advising on distribution agreements, parallel imports, IP licensing, R&D and cooperation arrangements. He also assists clients in complying with EU product regulatory law in particular in the area of medical devices, pharmaceuticals and cosmetics. The majority of his clients are technology, consumer electronics and life sciences companies, and he also works for financial services, private equity, insurance, automotive, industrial, fashion and food clients.

Oliver is ranked in the major legal directories and consistently recognized as an expert in the field.

Data Protection and GDPR

Oliver also has substantial experience in advising clients on data protection issues in Europe, Germany and the UK and in particular on the increased scrutiny of data in competition investigations and mergers. He advises multinational companies on all areas of the GDPR and EU national and UK data protection laws, in particular on issues relating to data breaches, data transfers and data protection defenses in the context of litigation discovery as well as on questions relating to HR and employment, retail and online selling.

Honors

Oliver has been consistently ranked in major directories:

- Oliver's decades long experience advising global Japanese companies in competition law and data protection matters has been recognized by *Legal 500 Europe, EU, Global Competition Law, 2023*, where he was singled out by clients as "very talented EU competition lawyer and [who] combines this with knowledge of (and passion for) Japanese language and culture. As such, he is a go-to choice for major Japanese companies facing antitrust investigations and enforcement in the EU."
- Over the years 2013-2024, *Legal 500 Europe, EU, Global Competition Law* singled him out with reference to clients as "a name to note in this area, with expertise in cartel and abuse of dominance investigations" and "very experienced and client-oriented". "He has a strong sense of responsibility, is very responsive to a client's needs and

is easy to work with." Others noted that *"he is very practical and to the point, working with him is very efficient."*

- *Chambers UK 2016*, noted by clients as *"very promising and bright"*.
- *Chambers Global, Europe and UK, 2014, 2015*, noted by clients for his *"excellent understanding of our business"*.
- *JUVE, 2018-2023* notes his expertise in cartel, IP and data protection law.

Experience

The following lists representative examples of Oliver's experience:

Cartels/Agreements:

- Casio Computer Co and Casio Electronics UK in relation to CMA investigation 50565-2 (Musical instruments and equipment)
- TGA Mobility in relation to a UK CMA investigation into certain vertical restrictions
- a big multinational on the European Commission's LCD cartel investigations
- a German brewery in relation to a cartel investigation by the German Bundeskartellamt
- Rohm and Haas Company on a cartel investigation in relation to impact modifiers
- Sevenoaks in the UK OFT's independent schools cartel investigation leading to the OFT's first ever cartel settlement
- a Japanese electronics company on an internal audit and strategy on leniency
- a participant in relation to a European Commission investigation into price reporting in the market-on-close price assessment process of Platts Limited
- a group of leading electronics companies on their cross-licensing and patent pool arrangements
- two leading consumer electronic companies in relation to their European-wide distribution system and rebate schemes under Article 102
- Fujifilm on a complex R&D cooperation agreement
- the UK Department for Innovation, Universities and Skills (as was) on the establishment of the Energy Technologies Institute, a £1 billion public-private partnership and its IP policy and general framework
- a leading pharmaceutical company on several patent settlement agreements with generic companies
- a pharmaceutical company on changes to its distribution system, the introduction of supply restrictions in the light of the CJEU's Syfait and Spanish dual pricing cases
- a life sciences company on restrictions to parallel trade and quota schemes

Abuse of Dominance:

- A major automotive parts supplier on its lawsuit against holders of patents essential to practicing the 2G, 3G and 4G cellular standards, venued in the US
- F. Martin & Company (guitar manufacturer) on sale and distribution strategies in Europe, including designing and implementing distribution systems
- Jack Daniels on its trademark licenses in relation to sales of Jack Daniels branded consumables across the EU

- SK Hynix on its seven year long complaint procedure against Rambus in front of the European Commission dealing with patent ambush, standard-setting and FRAND licensing
- SK Hynix in front of the General Court challenging the commission's commitment decision against Rambus - T-148 and 149/10
- a biologic company on strategies in relation to competition by biosimilars, conduct relating to healthcare professionals and general lifecycle management
- An electronics company in relation to DVD standard essential patent pools
- a medical device company on EU parallel imports and product combinations, promotion agreements and pricing

Merger Control:

- Ardian Capital North America in its acquisition of Dynamic Technologies and simultaneous merger with Huron Inc. (all auto OEM businesses)
- International Association for Broadcast & Media Technology Suppliers with legal and strategic advice to the on a JV agreement and other compliance matters
- Anacap Financial Partners on German merger control in relation to the acquisition of various portfolio companies
- Advantage Partners on German merger control in relation to the acquisition of various portfolio companies
- Interbrew's acquisition of German breweries Spaten, Loewenbräu and Dinkelacker (M. 3289)
- Norsk Hydro's acquisition of VAW aluminium (M. 2702)

State Aid

- Oxford University on the possible funding of a research facility

Antitrust Damage/IP Litigation

- A number of clients on defending possible damages actions in front of the UK competition appeal tribunal, and High Court of England and Wales, including opt-out collective actions
- Sharp Corporation in the High Court (London) in two proceedings involving claims for antitrust damages brought separately by Nokia and Sony
- HTC on their antitrust defence against assertion of standard essential patents in the patent court of Mannheim (Germany), including on FRAND licensing and *Orange Book Standard case law (IPComm v HTC and others)*

Data Protection

- Perrigo Holdings all areas of data protection laws well as compliance with the Whistleblower Directive and various national laws and variances
- Levi Strauss & Co on all areas of data protection laws

Compliance counselling

- Designing and implementing global competition compliance programmes for a number of multinational clients, including training businesses in local languages (French, Italian, German, English)

- Performing complex compliance audits and advise on risk mitigation
- Draft and review distribution, licensing, collaboration agreements

Articles

- European Union: New EC Draft HBERs and UK Draft Horizontal Guidelines Shape Horizontal Agreements
GCR, 06.30.2023
- European Union: Updated rules on vertical agreements
Global Competition Review, 06.24.2022
- Eye on Privacy 2021 Year in Review
01.11.2022
- Eyes Across the Atlantic: Coordination and Management of Global Private Antitrust Litigation
ABA Section of Antitrust Law, 05.08.2017
- Originator/Generic Competition in the UK: The First CMA Case on Pay-For-Delay
Practical Law, 03.23.2017
- The Rapidly Changing Landscape of Private Global Antitrust Litigation: Increasingly Serious Implications for U.S. Practitioners
Competition (Calif. State Bar Antitrust Section publication), Fall 2016
- Oi! Ref!
Competition Law Insight, 06.07.2016
- A Matter of Class: A look at the collective action regimes in the UK and US
Competition Law Insight, 12.08.2015
- "The object of the exercise: A look at the ECJ's landmark *Groupement des Cartes Bancaires* decision," CLI, November 2014
- "Travellers' tales: The authorities are checking out the online hotel reservation sector," CLI, July 2014
- "Clarity on jurisdiction? The Court of Appeal rules on the jurisdiction of the English courts in private damages actions," CLI, November 2012
- "Access to leniency documents: The European Commission is ordered to rethink its blanket approach," CLI, July 2012
- "Access to leniency documents: Pfleiderer applied in the English High Court," CLI, May 2012
- "Jurisdiction revisited: The Toshiba Carrier case raises further complex issues post Provimi and Cooper Tire in antitrust damages actions," CLI, November 2011
- Co-author, "IP Licensing" chapter, *PLC EC and UK Competition Law Handbook*
- Co-author, "Private Enforcement" chapter, *PLC Cross-border Competition Handbook*

Antitrust Law Blog Posts

- "Non-Exclusive: Dual Distribution and Exclusivity," November 27, 2023
- "Updated EU Competition Rules for Vertical Agreements," June 29, 2022
- "New Lower UK Thresholds for Scrutiny of Mergers Affecting National Security," June 25, 2018

- "Selective Distribution Systems and Bans on Sales of Luxury Products via Online Market Platforms: Initial Thoughts on the CJEU's Coty Judgment," December 7, 2017
- "An EC Communication on SEPs – Not More Not Less," November 30, 2017
- "Eyes Across the Atlantic: Coordination and Management of Global Private Antitrust Litigation," May 23, 2017
- "European Commission Blocks Merger of London Stock Exchange and Deutsche Börse," April 6, 2017
- "Company Directors Beware – the CMA's Disqualification Order," January 24, 2017
- "Top 12 EU Legal Developments to Watch in 2017," January 23, 2017

- "Brexit News: UK Judges Throw a Block in the Road of Article 50," November 3, 2016
- "On the Way to a European Digital Single Market: Whether You Sell Online or Offline – Listen Up!," October 5, 2016
- "Brexit, Here We Come (or Go)," June 24, 2016

- "Evolving Private Remedies for Competition Infringements in Europe: Class Actions in the U.K.," October 19, 2015

Global Trade Law Blog Posts

- "2018 EU Trade, Regulatory and Competition Trends," February 8, 2018
- "Bre(xit)aking News," January 24, 2017

Privacy Law Blog Posts

- "CJEU Decision Will Have Impact on Potential Fine Setting Under GDPR," January 17, 2024
- "Free Data Flow to the UK May Continue – EU Adopts Adequacy Decision," June 28, 2021
- "Understanding When to Use Two New Sets of Standard Contractual Clauses Issued by the EU," June 16, 2021

Books

European Competition Law
2024

Media Mentions

2018 EU Competition & Regulatory Trends
Sheppard Mullin EU Competition Alert, 01.24.2018

CMA Swings at Golf Club Maker's Online Sales Ban
Global Competition Review, 06.09.2016

Ranked in Chambers Europe 2016
Competition Law
Chambers Europe 2016, 05.24.2016

CMA Imposes Fresh Fine for Price Maintenance
Global Competition Review, 05.24.2016

Interview with Oliver Heinisch: Sheppard Mullin's highly regarded antitrust partner talks to CLI
Competition Law Insight, 11.10.2015

Sheppard Mullin Snags Ex-Simmons Competition Pro
Law360, 07.17.2015

Speaking Engagements

- "European Competition Law in the Nationalist Era: What You Need to Know at the Dawn of Divergence,"
Silicon Valley Association of General Counsel, April 21, 2017

Events

Coopetition: Navigating the Antitrust Lines Between Collaboration and Collusion When Communicating and Cooperating with Competitors
Zoom Webinar, 05.16.2024

Data Breach Simulation
IAPP Data Protection Intensive: UK 2019
03.12.2019

"Breakfast with Europe" Webinar Series
12.21.2017

"Breakfast with Europe" Webinar Series
10.19.2017

"Breakfast with Europe" Webinar Series
06.15.2017

"Breakfast with Europe" Webinar Series
03.16.2017

"Breakfast with Europe" Webinar Series
01.19.2017

Memberships

- Member, Studienvereinigung Kartellrecht e.V.
- Member, ICC Task Force for IP and Standards
- Member, Legal Issues Committee, Association of British Healthcare Industries
- Member, Law Society Competition Section, American Bar Association

Practices

Antitrust and Competition
EU Competition and Regulatory
Intellectual Property
International Reach
Israel
Japan
Korea
Privacy and Cybersecurity
Technology Transactions
Antitrust Counseling and Compliance
Consumer Protection
Criminal Antitrust and Cartel Investigations
ESG and Sustainability
Government Merger and Civil Conduct Investigations
Governmental Practice
Intellectual Property / Antitrust
International Counseling
Private Civil Antitrust Litigation

Industries

Automotive
Entertainment, Technology and Advertising
ESG and Sustainability
Food and Beverage
Insurance
Life Sciences
Music
Private Equity
Retail, Fashion & Beauty

Education

LL.M., University College London, UK, 2001

Second State Exam, Higher Regional Court of Berlin, 2000

First State Exam, Humboldt Universität zu Berlin, Germany, 1998

Admissions

England

Wales

Germany, Rechtsanwalt (Berlin)

Belgium, Brussels E-List

Additional Office

Brussels

Languages

English

French

German

Italian