



INDUSTRY EXPERTISE

LEGAL ADVICE  
TO PHARMACEUTICALS  
AND HEALTHCARE  
COMPANIES



Leading the Way in Russian Law

## LEGAL ADVICE TO THE PHARMACEUTICALS AND HEALTHCARE INDUSTRY

Lidings has an extensive experience in advising pharmaceutical companies represented in Russia. In addition to the standard range of services we offer to support foreign business in the Russian market we focus on legal aspects essential to our clients from the pharmaceutical industry.

### I. COMPREHENSIVE LEGAL ADVICE AND COUNSELING IN RESPECT TO TRANSACTIONS

- Advising on corporate mergers and acquisitions
- Legal support of projects implemented by foreign companies entering the Russian market including establishment of subsidiaries or joint ventures
- Legal support of investment projects, including the ones applying special preferential regimes
- Advising on transactions aimed at manufacturing localization in Russia
- Advising on transactions aimed at the establishment or acquisition of fixed assets (real property, intellectual property)

### II. INTERACTION WITH STATE AUTHORITIES

- Procurement procedures for state and municipal needs
- Legal aspects of advertising, as well as the implementation of marketing activities
- Application of the Competition law provisions
- Interaction with the competent public authorities in frame of consumer properties audits for medicines/ medical products, reaction to consumer complaints
- Advising in respect to administrative investigations and claims raised during control and supervision procedures

**INVAR**<sup>®</sup>

Representing national distributor of the client's innovative pharmaceutical products in a dispute on illegal use of the company's trademark

**Invar Pharmaceuticals**

  
**SANOFI**

Full-service legal support of the client's daily business activities in Russia

**Sanofi Russia**

**AstraZeneca** 

Advising on certain aspects of appropriate use of IP assets in the company's business activity and elaboration of uniform approach for their implementation

**AstraZeneca**

 **IPSEN**  
Innovation for patient care

Legal support in elaboration of internal corporate procedures

**Ipsen Pharma**

**Grindex**

Advising on the issues of elaborating contractual framework for certain marketing activities of the company; preparation of the template agreement for distribution of an original Rx drug with a narrow therapeutic index

**Grindex**

### III. CONTRACTUAL WORK

Customized and template agreements regulating broad variety of aspects of pharmaceutical companies' operations in Russia, including: distribution, advertising, marketing activities, clinical researches, authorship agreement ("work made for hire" or similar), transfer of exclusive rights and know-how, charitable activities, sponsorship

### IV. COMPLIANCE

- General compliance audit of the client's activity as well as the audit of separate operating procedures Development and adaptation of internal policies (Standard Operating Procedures)
- Development of recommendations regarding implementation of regulatory requirements to appropriate practices, industrial codes of ethics, regulatory authorities recommendations

### V. INTELLECTUAL PROPERTY

- Advising on appropriate legal registration of the client's IP assets and management
- Patent protection of inventions, protection of trade names
- Application of the Customs Register of the IP Objects
- Issues of licensing and shared use of IP assets

### VI. PROCESSING COMPLAINTS AND LITIGATION

- Dealing with distribution chain participants', consumers and regulatory authorities' claims
- Representing clients in administrative proceedings
- Protecting client's interests in Russian state courts, international arbitration courts as well as in mediation procedures



Advising large medical equipment manufacturer during staff reduction process and conflict with a high-ranking manager

**Coloplast**



Legal advice on patent protection of the new pharmaceutical product in Russia

**Actelion  
Pharmaceuticals**



Legal defence in disputes over unlawful use of the client's trademarks in domain names; advising on customs regulation and distribution of medical substances

**MEDA Pharmaceuticals**



Advising on registration of medical products and market entry issues

**Merck**



Advising on certain issues regarding restrictions on turnover of hormonal products in Russia, and compliance of the client's advertising strategies in marketing of hormonal products

**Besins Healthcare**

# ABOUT US

Lidings is a leading independent national law firm advising Russian and international companies with different industrial background on all legislative aspects of doing business in Russia and CIS.

## KEY CONTACTS

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## CLIENTS

3M  
A1  
AAA Auto  
Accor  
Actelion  
AGC Flat Glass  
Alfa Bank Belarus  
ASUSTeK Computer  
BAIC Group  
Baltikums Bank  
Belorusneft  
Billa  
BNP Paribas Group  
Boydak Holding  
Boehringer Ingelheim  
Brenntag Group  
Chery Automobile  
China Development Bank  
DeLonghi  
DuPont Corporation  
Emerson  
Exxon Mobil  
Flydubai  
Foxconn Technology  
Geely  
Hines  
Huawei Technologies  
Hyundai MOBIS  
ICBC  
Imperial Tobacco Group  
Inchcape  
INEOS  
Ingosstrakh ONDD  
Ipsen Pharma  
iRobot Corporation  
Japan Tobacco International  
Kia Motors  
Korea Development Bank  
Kyocera Group  
Leo Burnett  
Lifan Motors  
McDonald's  
MEDA Pharmaceuticals  
Merck  
Mizuho  
Multivac  
Nokia Solutions & Networks  
Petromarket  
Pioneer Corporation  
Publicis Group  
Radio France  
RBC  
Reader's Digest  
Rietumu Banka  
Royal Dutch Shell  
Russian Helicopters  
Ryanair  
Sanofi Aventis  
Seiko Holdings  
Servier  
Stadler  
Telegraph Media Group  
TeliaSonera  
Tetra Pak  
The International Bank of Azerbaijan  
Turkish Airlines  
Veolia Water  
Viciunai Group  
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