

Adam Přerovský

Senior Associate



Senior Associate

Prague

D +420 236 082 241

M +420 725 004 238

adam.prerovsky@dentons.com

Overview

Adam Přerovský is a senior associate in Dentons' Prague office. Adam is a member of the Competition, Life Science, IP/T and Commercial Law practice. He focuses his practice on all areas of competition and antitrust law, contract law and consumer protection, the life science/pharma industry, and intellectual property law and technology.

Adam's experience encompasses merger control proceedings before the European Commission, Czech and Slovak Competition Authorities, representing clients in antitrust proceedings and investigations including proceedings on cartels, abuse of dominance and significant market power, advising on state aid proceedings before the European Commission, as well as in cases of private enforcement of competition law. Adam also regularly advises our clients in competition law aspects of M&A, distribution, franchise, JV and other commercial matters.

Adam has also experience in the pharmaceutical and life science sector, advising clients mostly on commercial and regulatory matters under both Czech and European law, including EU product regulation, clinical trials, pricing regulation, data privacy and supply agreements. Adam also regularly advises clients on various matters relating to intellectual property, including trademarks, copyrights and industrial designs, and he represents clients before the Czech Industrial Property Office.

With regard to industry sectors, he mostly concentrates on the life science/ pharma industry, FMCG, automotive, energy, media, the tobacco and e-cigarette industry, new technologies, IT and e-commerce.

Experience

Competition and Antitrust

- **L'Oréal:** Advising the world leader in beauty products on antitrust compliance issues of Czech, Slovak and Hungarian distribution and trade policies.
- **Sev.en Energy:** Advising on competition aspects of client's participation in competitive auction in relation to the potential acquisition of three Greek lignite power plants along with the exploitation rights of the relevant mines from PPC.
- **KKCG/MND groups:** Advising a Czech-based oil & gas and gaming operator on the merger control aspects

of its potential German acquisition in the energy sector.

- **CEFC China Energy Company Limited:** Advising on multiple transactions merger proceedings before the Czech Office for the Protection of Competition.
- **APS Holding:** Advising on merger control aspects of the acquisition of a large retail NPE portfolio from Piraeus Bank, and continuous advice on competition compliance across several European jurisdictions.
- **Jet Investments and MOUFLECO:** Advising on the preparation of the joint Czech merger filing on its acquisition of a 55% share in TEDOM, a Czech-based producer of smaller co-generation units of up to 10MW, leading to a joint control with MOUFLECO HOLDINGS LIMITED, the existing shareholder.
- **FAIRFAX Financial Holding Limited:** Advising on various commercial and competition matters concerning the acquisition of AIG's retail insurance business.
- **Multinational construction group:**
 - Assessment of the possibility of a leniency application as a part of defense strategy in criminal proceedings in connection with an alleged bid rigging case; and
 - Providing competition and white-collar training for the Czech management of the group.
- **Multinational energy and infrastructure company:** Advising on Czech merger control issues and assisted in merger filing proceedings before the Czech competition authority in connection with the creation of a 50:50 joint venture to pursue future European offshore wind projects.
- **Large technology company:** Advising on the private enforcement of damages against a supplier for abuse of its dominant position.
- **One of the leading direct selling companies worldwide:** Advising on certain competition law matters in the proceedings before the Czech Office for the Protection of Competition regarding the investigation of practices of its competitor in the market of food supplies and cosmetics.

IP, Technologies and Regulatory

- **Brand Embassy:** Advising the Czech technology start-up on its sale to telecommunications giant NICE, the global leader in digitalization of customer care.
- **Argus Capital:** Advising on the sale of RIO Media, the third largest provider of broadband and digital TV services in the Czech Republic, to Kaprain Industrial Holding, including advice on the bidding process. The transaction resulted in the creation of the second largest cable operator in CR.
- **VIA MANCO (UK) LIMITED / FASHION ARENA:** Advising the client (leading fashion outlet center in Prague) in a trademark and unfair competition dispute with a competitor, and providing regulatory trademark maintenance legal assistance.
- **Expobank:** Advising on various multijurisdictional IP matters relating to co-branded credit and debit cards issued in cooperation with retailers.
- **Leading e-cigarette company:** Advising on various regulatory and commercial matters in connection with its launch in the Czech Republic and Slovakia.
- **Global technology group:** Advising on various regulatory and commercial matters in connection with launching new solutions in in the Czech Republic.
- **International software development company:** Advising in relation to software development cooperation with a UK data management provider.
- **Leading global product development, digital platform engineering, and top digital and product design agency:** Advising on various commercial and regulatory matters relating to its business in the Czech Republic.

- **Vietnamese mobile network operator:** Advising on various regulatory matters in relation to its business operations in the Czech Republic.
- **Car producer:** Advising on global joint venture with a large global car producer in the area of manufacturing and distribution of trucks on European markets, including advice on joint-venture documentation and antitrust and merger control aspects.

Commercial, M&A and consumer protection

- **MARS Group:** Advising on various competition, commercial and regulatory matters.
- **Nike:** Advising on various commercial and regulatory matters relating to the client's operations in the Czech Republic.
- **GeoPost/DPD group:** Advising on the acquisition of Czech and Slovak parcel delivery operations of the German logistics group Geis.
- **Masonite:** Advising a Czech subsidiary of the US-based door producer on the acquisition of a 100% shareholding in TOPDOORS, a Czech door producer.
- **HBO:** Advising on various legal matters relating to the operation of HBO GO in the Czech Republic.

Life science and Pharma

- **Zentiva Group** (member of SANOFI): Advising on various regulatory, antitrust and commercial matters.
- **BARD Czech Republic:** Advising the client on filing objections against the supplier selection decision in tender proceedings.
- **GE Healthcare:** Advising on various regulatory matters relating to pricing regulation of medicinal products and medical devices.
- **Leading global biopharmaceutical company:** Advising on various commercial, competition and pharmaceutical matters, including provision of legal assistance in the proceedings before the Czech State Institute for Drug Control (Státní ústav pro kontrolu léčiv – SÚKL).
- **Global supplier and distributor of laboratory products:** Advising on various commercial and regulatory matters relating to the client's business in the Czech Republic.
- **Japanese multinational company:** Providing training on public procurement and regulatory matters in relation to the firm's operations in the Czech Republic.
- **Leading cannabis company:** Due diligence on pharmaceutical regulatory matters in relation to potential acquisition of shares in Beckley Canopy Therapeutics Limited.

Activities and Affiliations

Memberships

- Member of the Czech Bar Association since 2017

Prior and Present Employment

- Senior Associate, Dentons, Prague (May 2020-Present)
- Associate, Dentons, Prague (2016-May 2020)
- Junior Associate, Havel, Holásek & Partners, Prague (2013-2016)

- Paralegal, Havel, Holásek & Partners, Prague (2010-2011)
- Intern, Eduardo Jose Garcia law firm, Miami, US (2009)

Areas of focus

Practices

- Competition and Antitrust
- State Aid and Subsidy Control
- Intellectual Property and Technology
- Merger Control
- Corporate
- Mergers and Acquisitions

Industry sectors

- Automotive
- Energy
- Life Sciences and Health Care
- Retail
- Technology
- E-Commerce, Internet and E-Payments

Education

- Universität des Saarlandes, 2013, LL.M., in European Competition Law and International Arbitration
- Palacký University Olomouc, 2012, Master of Laws

Languages

- Czech
- English
- Slovak