



## Janine Reudt-Demont

Partner, Life Sciences, Distribution,  
Product Liability

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Languages  
German, English, French, Italian

## Expertise

Janine Reudt-Demont is a life sciences and healthcare specialist at Niederer Kraft Frey. Her experience covers the regulation of all aspects of the medtech and pharmaceutical industry, including clinical trials, product classifications, authorizations, market access, promotion and marketing, compliance (including data privacy questions) as well as transparency and anti-corruption. Janine also advises on regulatory and compliance matters concerning other regulated products such as cosmetics, foodstuffs, tobacco and CBD-products.

Janine further possesses specialist knowledge and experience in all areas of commercial law, with main focus on distribution, franchising, e-commerce as well as product liability and product safety matters (including recalls). She also has an IP background and often advises on licensing, R&D and supply agreements as well as on unfair competition and advertising law.

In addition to her advisory expertise, Janine regularly represents clients in court proceedings, arbitration, mediation and before administrative bodies.

Technology

Corporate / M&A

Dispute Resolution

Intellectual Property

Commercial

## Career

- 2024 Partner, Niederer Kraft Frey
- 2020 Counsel, Niederer Kraft Frey
- 2017 Senior Associate at a major Swiss law firm, Zurich
- 2011 Associate at a major Swiss law firm, Zurich
- 2009 Law Clerk at the District Court of Zurich, Zurich
- 2008 Trainee at the District Court of Zurich, Zurich
- 2007 Junior Associate at a major Swiss law firm, Zurich

## Education

- 2013 University of New South Wales, Australia (LL.M.)
- 2010 Admission to the Swiss bar
- 2007 University of Fribourg, Switzerland (Master of Law with additional degree in European Community Law)
- 2006 University of Fribourg, Switzerland (Bachelor of Law)

## Professional Memberships

Advisory Board of the Informa MedTech Summit

Association Internationale des Jeunes Avocats (AIJA), President of the Healthcare and Life Sciences Commission, former National Representative for Switzerland and former Vice-President of the T.R.A.D.E. (Trade, Retail, Agency, Distribution, E-Commerce) Commission

ASA below 40

International Distribution Institute (IDI)

Licensing Executives Society (LES)

Swiss Bar Association

Zurich Bar Association

## Experience

Recent matters in which Janine acted include advising/representing:

- The shareholders of Bahnhof Apotheke Langnau AG, the Swiss pioneer in cannabis formulations and treatments, on the sale of 100% of the shares to Galenica, one of the leading fully-integrated healthcare providers in Switzerland;
- Various manufacturers and distributors of medical devices on the implementation of the revised regulation on medical devices;
- One of the largest e-commerce retailers with respect to unfair competition, pricing and advertising;
- Neurimmune AG, a startup biopharmaceutical company, with respect to clinical studies, data protection and pharma advertising;
- A pharma company group on regulatory and compliance matters with respect to its newly established Swiss affiliate;
- A startup medtech company in negotiations with pharma companies on the use of its MVP in clinical trials and on licensing agreements;
- A Belgian distributor of high-quality pacifiers and baby products on the termination of a long-term distribution contract and in negotiations for a goodwill compensation;
- A big Swiss hospital group on data protection and clinical trial agreements;
- Phoenix Systems AG, a provider of data security solutions through hyper-secure cloud infrastructure, on a transaction leading to a strategic investment from SWITCH;

- One of Europe's biggest watch and jewellery retailers on new shop concepts and e-commerce contracts;
- A major tobacco company with respect to regulatory and advertising matters;
- A worldwide leading technology company in the implementation of a selective distribution system;
- A Swiss-based distributor on the setup of a new B2B platform for contracting medical products;
- A startup medtech company in the launch of its new product, software and app;
- A Danish pharma company on the continued distribution of its not yet authorized drug to a Swiss patient based on compassionate use;
- Selecta in the termination of a distribution contract and on other distribution matters;
- Major worldwide operating manufacturers of metal-on-metal hip prostheses in product liability proceedings and in the handling of a voluntary recall of medical devices;
- A major worldwide-operating manufacturer of batteries and flashlights in its termination of a distribution contract with its Swiss-based dealer and respective compensation for clientele negotiations;
- A US-based company in its plans to invest into the manufacture and distribution of CBD-products and medical cannabis in Switzerland.

## **Publications & Speaking Engagements**

Janine is a regular speaker at national and international conferences and frequently publishes articles in her fields of expertise. Since 2022, she is also the co-editor of the renowned legal journal "Life Science Recht" (LSR).

- Janine Reudt-Demont, speaking on «Health Apps & Plattformen», NKF Client Event, 9 April 2024
- Janine Reudt-Demont, speaking on «Cookies/Newsletter/Social Media», NKF Client Event, 8 February 2024
- Janine Reudt-Demont speaking on «Practical Implementation Steps for the revised Federal Act on Data Protection (FADP)», NKF Client Events, 5 September 2023 and 7 November 2023
- Janine Reudt-Demont and Co-Author Fabio Babey, Gesunder Wettbewerb: Biotechnologie trifft auf Kartellrecht, in: Life Science Recht 3/2023, p. 162, 23 August 2023
- Janine Reudt-Demont, Carve-out-Transaktionen und Asset Deals – Regulatorische Besonderheiten, 2. Berner Tagung zum Life Science Recht, 14 June 2023
- Janine Reudt-Demont, speaking on «Litigation / T.R.A.D.E. Commissions», AIJA Conference Munich, 22 June 2023
- Janine Reudt-Demont, speaking on «Healthcare & Life Sciences and Antitrust Commissions», AIJA Conference Budapest, 27 April 2023
- Janine Reudt-Demont, Digitalisierung des Gesundheitswesens 2023, in: Life Science Recht 1/2023, p. 39, 28 March 2023
- Janine Reudt-Demont, KI und MedTech: Welche Regulierungsvorschriften greifen und was sind die Herausforderungen?, in: Schulthess Forum Digitalisierung im Gesundheitswesen, 17 January 2023
- Janine Reudt-Demont, speaking on «The New MDR: A Look Back and Forward», AIJA Public Procurement Law / Healthcare and Life Sciences Commission Seminar Berlin, 7 October 2022;
- Janine Reudt-Demont, The Healthcare Law Review, chapter on Switzerland, 4th-6th edition, Law Business Research Ltd., last edition September 2022;

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- Janine Reudt-Demont, speaking on «Selective Distribution – Extended Safe Harbor to Restrictions on Exclusive and Free Distributors across Territories with SD Systems», AIJA T.R.A.D.E. Commission Seminar Bologna, 24 June 2022;
- Janine Reudt-Demont, speaking on «Healthcare Compliance: The Authorities', Healthcare Professionals' and Lawyers' Perspective; Integrity: Rebates, Kickbacks and Sponsorings – What is allowed?», Schulthess Life Sciences Day, 14 June 2022;
- Janine Reudt-Demont, speaking on «Establishing a selective distribution network managed through exclusive distributors in different EU countries», IDI Conference Madrid, 11 June 2022;
- Janine Reudt-Demont, Erste Erfahrungen mit der revidierten Medizinprodukteverordnung, in: Life Science Recht 2/2022, p. 105, 3 June 2022
- Janine Reudt-Demont, speaking on «Drones: Data Protection and Drone Tech of the Future – Import and Export with and of Drones», AIJA Half Year Conference Gothenburg, 19 May 2022;
- Janine Reudt-Demont, Erste Erfahrungen mit der revidierten Medizinprodukteverordnung – Geklärte und offene Einzelfragen, in: LSR 2/2022, p. 105-110;
- Janine Reudt-Demont, speaking on «Digitisation of Goods and Services: the Legal Framework for Electronic Sales, Product Liability and Digital Technology», IBA International Commerce and Distribution Committee Seminar Milan, 18 November 2021;
- Janine Reudt-Demont, speaking on «Retail Tech and AI – Abusive Robots in Control?», AIJA T.R.A.D.E. Commission Seminar Porto, 9 October 2021;
- Janine Reudt-Demont/Clara-Ann Gordon/Luisa Egli, Das revidierte Datenschutzgesetz – Wichtigste Neuigkeiten mit Fokus auf Gesundheitsdaten, in: LSR 4/2021, p. 264-269;
- Janine Reudt-Demont, speaking on «Erste Erfahrungen mit der revidierten Medizinprodukteverordnung – Überblick und Einzelfragen», Schulthess Forum Update zum Medizinprodukterecht 2021, 6 October 2021;
- Janine Reudt-Demont/Elena Rodriguez, Virtual Hearings in Civil Trials and FINMA Proceedings, in: Jusletter, 12 April 2021;
- Janine Reudt-Demont, speaking on «Die revidierte Medizinprodukteverordnung – Neue Pflichten und Verantwortungen für Hersteller, Importeure, Händler und Gesundheitseinrichtungen», Schulthess Forum Medizinprodukterecht 2021, 17 March 2021;
- Janine Reudt-Demont, speaking on «Aktuelle Entwicklungen und Best Practices im E-Commerce», 4. Tagung zum Vertriebsvertragsrecht in der Praxis des Europa Instituts an der Universität Zürich, 17 March 2021;
- Janine Reudt-Demont, Änderungserlass zur totalrevidierten Medizinprodukteverordnung (MepV) vom 19. Mai 2021 – Relevante Änderungen infolge der gescheiterten Erneuerung des MRA, in: LSR 3/2021, p. 182-186;
- Janine Reudt-Demont, speaking on «FemTech: A Global Perspective», ITechLaw India International Virtual Summit, 16 March 2021;
- Janine Reudt-Demont, Die revidierte Medizinprodukteverordnung (MepV) – Relevante Änderungen im Vergleich zum Entwurf vom Mai 2019, in: LSR 4/2020, November 2020, p. 231-237;
- Janine Reudt-Demont/Kaj Seidl-Nussbaumer, AIJA IP&TMT QUESTIONNAIRE: Measures aimed at tracking and identifying individuals related to COVID-19 – Switzerland, June 2020;
- Janine Reudt-Demont, speaking on «Governmental and Regulatory Reactions to Reduce Shortages of Supply and Price Explosions due to the Covid-19 Outbreak», AIJA Antitrust / Healthcare and Life Sciences Commission Webinar, 12 June 2020;

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- Janine Reudt-Demont, «Bearbeiten von Patientendaten in Zeiten von COVID-19 aus Sicht der Gesundheitsbranche – Was ist zu beachten?», Weblaw-Webinar, 21 April 2020;
- Janine Reudt-Demont, Die neue Verordnung über klinische Versuche mit Medizinprodukten (KlinV-Mep), in: LSR 1/2020, p.35-44;
- Janine Reudt-Demont, Revision des Medizinproduktrechts – Der Entwurf zur Totalrevision der Medizinprodukteverordnung, in: LSR 4/2019, p. 239-247;
- Janine Reudt-Demont, Medicines and Medical Devices in the EU Single Market – Dreams and Reality, in: LSR 4/2019, p. 270-273;
- Janine Reudt-Demont/Christine Moehler, ADR in IP disputes – with particular focus on employment matters, in: IBA's Intellectual Property and Entertainment Law Committee August 2019 Newsletter;
- Janine Reudt-Demont/Felix Kesselring, Eckpunkte der neuen Medizinprodukte-Regulierung, in: LSR 3/2019, p. 183-191;
- Janine Reudt-Demont, speaking on «The New MDRs – Impact on Study Agreements and Distribution Contracts, AIJA Healthcare Seminar Zurich, 28 June 2019;
- Janine Reudt-Demont, speaking on «Growing Friction between Brand Owners and (Offline) Resellers», AIJA T.R.A.D.E. Seminar Athens, 12 April 2019;
- Janine Reudt-Demont, Totalrevision der Verordnung über die Bewilligungen im Arzneimittelbereich, in: LSR 4/2018, p. 261-266;
- Janine Reudt-Demont, speaking on «Immaterialgüterrechte in Schiedsverfahren», DIS40 Seminar Zurich, 9 October 2018;
- Janine Reudt-Demont, MDR & IVDR: Auswirkungen auf die Schweiz, in: LSR 3/2018, p. 208-212;
- Janine Reudt-Demont, speaking on «The Sunset of the Business: How do I Get Rid of my Contract - Ways to Exit, Terminate or Set the Scene to Exit an Agreement», AIJA T.R.A.D.E. Seminar Amsterdam, 13 April 2018;
- Janine Reudt-Demont, speaking on «Code of Ethics and Conduct: Does Setting your own Rules to Behave on the Market Work?», AIJA T.R.A.D.E. Seminar Bratislava, 13 October 2017;
- Janine Reudt-Demont, speaking on «Distribution of pharmaceutical products: a changing environment?», AIJA T.R.A.D.E. Seminar Bratislava, 14 October 2017
- Janine Reudt-Demont, speaking on «Aktuelle Entwicklung in Rechtsprechung und Gesetzgebung in der Schweiz», Seminar Aktuelle Entwicklungen im Bereich Life Sciences des Europa Instituts an der Universität Zürich, 3 October 2017;
- Janine Reudt-Demont, speaking on «Should you be a Distributor, an Agent or a Franchisee –Beauty contest"», AIJA Distribution Commission Seminar Tel Aviv, 23 June 2016;
- Janine Reudt-Demont/Lorenza Ferrari Hofer, Distribution of regulated products – avoid pitfalls in Litigation, in: Leaders League, Innovation and Technology, 2016;
- Janine Reudt-Demont, speaking on «Aktuelle Entwicklungen in Rechtsprechung und Gesetzgebung in der Schweiz», Seminar Aktuelle Entwicklungen im Bereich Life Sciences des Europa Instituts an der Universität Zürich, 29 October 2015;
- Janine Reudt-Demont, Vorsorgliche Beweisführung im Produkthaftpflichtprozess: Ermöglichung einer unerwünschten Präjudizwirkung für das Hauptverfahren?, in: HAVE/REAS 3/2014, p. 308-312;
- Janine Reudt-Demont, Regelung auch der örtlichen und nicht lediglich der internationalen indirekten, Zuständigkeit durch Art. 149 Abs. 2 lit. d IPRG, in: AJP 2011, Bd. 9, p. 1253 ff.

## Market Perception

"Janine Reudt-Demont is highly responsive and clear in her guidance'. 'She was very practical, understood the assignment and questions, and homed in on what's important for the client'. 'Janine Reudt-Demont bridges solutions between what we want to do and what will work'." (Chambers Europe 2024 – Life Sciences)

"Janine Reudt-Demont has meticulously read into our IP situation and our specific needs. We know at all times that our interests are always protected in the best possible way through her work." (Legal 500 2024 - Intellectual Property)

"Janine Reudt-Demont is extremely knowledgeable and focused. Her client service and general level of service are very strong. She has a very strong level of sophistication and very strong commercial awareness and vision." (Chambers 2023 - Litigation)

"She has a very impressive depth of knowledge in a very complex field, with much overlapping regulation'. 'She offers excellent quality of advice, outstanding responsiveness and commercial awareness'." (Who's Who Legal Switzerland 2023 – Life Sciences)

"She is definitely one of the top practitioners in this area of law." (Who's Who Legal 2023 – Life Sciences)

"Janine Reudt-Demont stands out to me. She is very accessible and responsive, and provides high-quality advice. She is also very visible internationally." (Legal 500 2023 - Healthcare and Life Sciences)

Janine is listed as Thought Leader by Who's Who Legal 2022 in the Life Sciences and Franchise chapters

Janine was recognized as Rising Star at the IFLR Rising Stars Awards EMEA in the category Product Liability

"Janine Reudt-Demont is an outstanding specialist of life sciences and healthcare law. She is still young, but she is very engaged, provides clear advice and is very active as a speaker and author." (Legal 500 2022 - Intellectual Property)

"Janine Reudt-Demont is highly regarded for her top-notch work on distribution contracts for big-name clients in the life sciences sector." (Who's Who Legal 2022 – Life Sciences)

"She has advised us very well on several complex life sciences regulatory and contractual matters. It is very rare for a law firm to have such a level of life science expertise, most often such people like Reudt-Demont would work in-house or as the regulator." (Chambers 2022)

"She is a highly skilled and responsive lawyer. She is a strong pillar for the firm." (Chambers 2022)

"She has a very impressive depth of knowledge in a very complex field, with much overlapping regulation." (Client Choice 2021 – Life Sciences)

"She offers excellent quality of advice, outstanding responsiveness and commercial awareness." (Client Choice 2021 – Life Sciences)

"Her communication style is very clear, and she provides legal solutions by also integrating commercial aspects." (Client Choice 2021 – Life Sciences)

"Her way to work is straight-forward and she provides high value for money." (Client Choice 2021 – Life Sciences)

"Janine Reudt-Demont showcases an 'impressive depth of knowledge in a very complex field' with sources commending her 'ability to sort through a complicated regulatory environment and develop practical solutions.'" (Who's Who Legal 2021 – Life Sciences: Regulatory)

"Janine Reudt-Demont's recent move to Niederer Kraft Frey is a valuable addition to the firm's capabilities. Janine Reudt-Demont is still young, but she is experienced, very proactive and efficient. Today, Niederer Kraft Frey is a big name in M&A and IT and Janine's arrival will boost the firm's IP and life sciences positioning." (Legal 500 2021)

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Janine is recommended as an expert in the field of product liability by Who's Who Legal Life Sciences (Who's Who Legal 2020 – Life Sciences)

Janine was rated "Rising Star" 2019 by IP Stars (IP STARS 2019)

Janine is quoted by Legal 500 under Healthcare and Life Sciences as being "very helpful regarding product liability litigation" and under Intellectual Property as having a "particularly noteworthy eye for detail and quality." (Legal 500 2018)

