

Logan M. Breed

Partner

Washington, D.C.

Biography

Logan Breed has handled many of the most cutting-edge antitrust reviews of mergers and acquisitions since 2002, as well as numerous non-merger conduct investigations and antitrust litigation matters. He has particular experience with issues at the intersection of antitrust and intellectual property law.

Logan's broad industry experience includes computer software and hardware, e-commerce, telecommunications, media and entertainment, consumer products, and defense. He also counsels clients on a wide variety of issues, including joint ventures and other strategic alliances between competitors, antitrust compliance, pricing, distribution, and distributor and dealer relations, and consumer protection matters.

The National Law Journal recognized Logan as a "trailblazer" in the field of antitrust law in 2015. In 2013, *Washingtonian Magazine* named him one of the top antitrust lawyers in Washington, D.C. *Global Competition Review* has twice named Logan a finalist for global antitrust lawyer of the year under 40. Logan is ranked in *Chambers USA* and *Legal 500* for antitrust.

Logan is an authority in the antitrust bar, serving in the leadership of the American Bar Association Section of



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Languages

French

Practices

Antitrust and Competition

Industries

Consumer

Aerospace, Defense, and
Government Services

TMT

Areas of focus

Agency Investigations

Antitrust Law and the International Bar Association Antitrust Committee. He speaks regularly around the world on antitrust issues and has published a number of articles on antitrust and other topics. His published articles have appeared in the *Antitrust Law Journal*, *Antitrust Magazine*, *Mergermarket*, the *National Law Journal*, various newsletters of the ABA section of *Antitrust Law*, the *Intellectual Property & Technology Law Journal*, and the *Virginia Journal of International Law*.

Representative experience

Representing ARRIS in its acquisition of Pace plc.

Represented IBM in the sale of its Microelectronics business to GlobalFoundries.

Represented Research In Motion as a member of a consortium including Microsoft, Sony Ericsson, and a leading global technology company in the acquisition of patents from Nortel.

Represented Verizon in its acquisition of spectrum from a consortium of cable companies and the creation of joint marketing/ development agreements.

Represented IBM in the sale of its x86 server business to Lenovo.

Represented H&R Block and Second Story Software in merger litigation against the Department of Justice Antitrust Division.

Represented ITA Software in its acquisition by Google.

Represented Alberto-Culver in its acquisition by Unilever.

Represented IBM in the Department of Justice's industry-wide investigation regarding non-solicitation arrangements between technology companies.

Represented Amcor Ltd. in its acquisition of Alcan

Abuse of Dominance and Restrictive Practices

Competition Compliance

Antitrust and Competition Litigation

Merger Control

Education and admissions

Education

J.D., University of Virginia School of Law, Order of the Coif, 2002

B.A., University of Virginia, with distinction, 1999

Memberships

Member, Section of Antitrust Law, American Bar Association

Vice-Chair, ABA Antitrust Section's Intellectual Property Committee

Bar admissions and qualifications

District of Columbia

Virginia

Accolades

Packaging assets from Rio Tinto.

Represented McCormick & Co. in its acquisition of Lawry's.

Represented AdMob in its acquisition by Google.

Represented Tumblr in its acquisition by Yahoo!.

Represented Google in Federal Trade Commission investigation regarding in-app purchases.

Represented Ariba in its acquisition by SAP.

Represented ARRIS in its acquisition of the Motorola Home business from Google.

Representing various trade associations on antitrust issues.

Represented Waze in its acquisition by Google.

Awards and rankings

- Acritas Star, *Acritas Stars Independently Rated Lawyers*, 2018-2019
- Antitrust (District of Columbia), *Chambers USA*, 2015-2019
- Competition/Antitrust, *Legal 500 EMEA*, 2019
- Competition, *Who's Who Legal*, 2017-2018
- Antitrust: Merger Control, *Legal 500 US*, 2015-2019
- Competition: Future Leaders, *Who's Who Legal*, 2017
- 40 Under 40, *Global Competition Review*, 2015
- Antitrust (District of Columbia), Up and Coming, *Chambers USA*, 2013-2014
- Mergers, Acquisitions, and Buyouts: Antitrust, *Legal 500 US*, 2013-2014
- Antitrust, Top Lawyers, *Washingtonian Magazine*, 2013
- 40 Under 40, Nominee, *Global Competition Review*,

"Logan Breed is a 'hugely impressive' young lawyer described as 'tech-savvy and fast' by impressed commentators."

Chambers 2014

"Logan Breed receives widespread praise for his expertise in antitrust issues affecting the technology industry. Clients appreciate how 'he thinks very fast on his feet,' has 'a very intuitive understanding of issues,' and has 'sound judgment when it comes to analyzing potential deals.'"

Chambers USA 2015

2011

Latest thinking and events

- Hogan Lovells Publications
 - DOJ and FTC publish draft vertical merger guidelines *Antitrust and Competition Alert*
- Press Releases
 - Hogan Lovells helps drive eBay in Australian automotive market acquisition
- Hogan Lovells Publications
 - DOJ resolves antitrust investigations into trade association standards-setting activity *Antitrust Alert*
- Hogan Lovells Publications
 - Antitrust, Competition, and Economic Regulation Quarterly Newsletter - Autumn 2019
- Hogan Lovells Publications
 - Antitrust enforcement trends: An update from the 2019 ABA Antitrust Fall Forum Tech Summit *Antitrust and Competition Alert*
- Hogan Lovells Publications
 - A Turning Point for Tech – Global survey on digital regulation