



## Dr Thilo von Bodungen LL.M.

Partner

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Dr Thilo von Bodungen focuses on national and international trade and distribution law and the drafting and negotiating of agreements for the operational business. His main industry focus is on industrials as well as on consumer goods and retail.

He advises companies on all stages of the value chain, from procurement and manufacturing to sales and distribution. His experience covers agreements for the purchase and sale, international contract and trade law, distribution law (distributor, commercial agent and franchising), standard agreements, transport and logistics, leasing, co-operation, joint venture and toll manufacturing agreements, service and maintenance agreements, outsourcing as well as product safety and product liability.

Thilo heads jointly with Stefan Engels the German Intellectual Property & Technology group of DLA Piper and he is Global Co-Chair of the Commercial Contracts Group.

### LANGUAGES SPOKEN

- English
- German

### EXPERIENCE

- Advising BASF on the planned acquisition of the integrated global Polyamides business of Solvay, in particular on the negotiation of various supply and toll manufacturing agreements
- Advising Domino's Pizza on the acquisition of Joey's Pizza as well as on the acquisition of Hallo Pizza, in particular on the franchise law aspects
- Advising Nintendo on all kinds of commercial law matters, including distribution, logistics and procurement agreements
- Advising various international fashion and consumer goods companies on distribution, agency and franchising agreements, logistics agreements as well as on web-shops

### RELATED SERVICES

- Commercial Contracts
- Franchise
- International Corporate Reorganizations

### RELATED SECTORS

- Consumer Goods, Food and Retail
- Industrials
- Infrastructure, Construction and Transport
- Technology

### LANGUAGES SPOKEN

English German

- Advising various automotive suppliers and OEMs on supply agreements, distribution systems as well as on warranty and liability matters

## CREDENTIALS

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### Professional Qualifications

- Rechtsanwalt admitted with the Rechtsanwaltskammer Munich

### Prior Experience

Before joining DLA Piper in 2011 Thilo worked for another international law firm.

### Recognitions

- *JUVE Handbook 2019/2020*: Frequently recommended for distribution systems
- *Legal 500 Germany 2020*: Recommended for commercial and distribution law; "Thilo von Bodungen and Silke Goschler are outstanding lawyers who are able to familiarize themselves with complex scenarios and to provide practical legal advice. Their qualities, especially in drafting contracts, are outstanding."; "Thilo von Bodungen possesses a wealth of experience and excellent skills regarding all matters of distribution law and purchase contract rights. The specific purchase- and distribution processes of the company are understood immediately and are reflected in the contractual clauses according to the client's wishes."
- *Chambers Europe Germany 2020*: Recommended for commercial contracts; "He is very competent, knows the ins and outs, knows what I need and answers in the format I need, asks the right questions, explains very well and responds quickly."
- *Handelsblatt* in cooperation with *Best Lawyers 2021*: Recommended for technology law
- *Kanzleimonitor 2019/2020*: Recommended for contract law
- *JUVE Award 2016/2017*: Law firm of the year for trade, distribution and logistics

### Education

- Ludwig-Maximilians-University Munich, First State Examination, 2001, and Ph.D., 2005
- New York University, LL.M., 2004
- Higher Regional Court of Munich, Second State Exam, 2003
- Humboldt-University Berlin, 1999
- University of Regensburg, 1998

### Memberships

- German-American Lawyers Association (DAJV)
- German Association for Distribution Law (DGRV)

## INSIGHTS

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Thilo regularly publishes articles in law magazines.

### Publications

**Germany: Labeling requirements for fashion influencer marketing – more transparency can also lead to restrictions**

20 MAY 2019

Many observers in Europe today feel that the practice of labeling of advertising in social media, such as Instagram, has gone a little off the rails. The rule of thumb: "Where there is advertising, there must be labeling" is taken ad absurdum. In fear of receiving a warning letter for incorrect labeling, many influencers label posts that name brands as advertising even if they have not been paid for it.

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- Von Bodungen: Betriebs-Berater, *EuGH: Ausgleichszahlung des Handelsvertreters für die Werbung neuer Kunden*, EuGH, Court Decision from 7/4/2016 – C-315/14, Marchon Germany GmbH against Yvonne Karaszkiwicz, ECLI:EU:C:2016:211
- Von Bodungen: Magazin food-service, Interview about: "*Fair Franchising: Recourse to legal action is not excluded*", Edition of 6/9/2016

## Events

## Previous

### Coronavirus COVID-19 and its effects on supply chain contracts

19 March 2020

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- International Commercial Contracts Webinar Programme 2017: International Joint Ventures - Key Commercial Contracts & Considerations in Joint Ventures, 29 March 2017
- Breakfast@DLA Piper: "Absatz ohne Abseits Gestaltung internationaler Vertriebssysteme aus vertrags- und steuerrechtlicher Sicht", 20 July 2016

## NEWS

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### DLA Piper advises Rolls-Royce on acquisition of Siemens' eAircraft business

21 June 2019

DLA Piper has advised Rolls-Royce plc on the acquisition of Siemens' electric and hybrid-electric aerospace propulsion activities, eAircraft. The acquisition will accelerate the delivery of Rolls-Royce's electrification strategy and boost its ambition to play a major role in the "third era" of aviation. The completion of the transaction is expected in late 2019, following a period of employee consultation.

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