



Commercial Contracts

DLA Piper's Commercial Contracts practice combines legal knowledge with deep sector experience and a can-do approach covering the full spectrum of commercial and business law issues. When it comes to multi-jurisdictional transactions, our worldwide presence and experience managing sophisticated cross-border commercial deals sets us apart. *Chambers Global* notes that DLA Piper, as a Band 1 ranked firm in Commercial Contracts, is a "distinguished firm recognized for advising clients on high-value, complex, multi-jurisdictional commercial transactions where clients benefit from DLA Piper's extensive global footprint and expertise in a range of diverse practice areas that are often relevant to commercial transactions."

Companies deal on a daily basis with a myriad of relationships and contracts that bind them to their suppliers, customers, licensors, and distribution and other strategic partners. Our global Commercial Contracts practice helps structure these relationships and guide clients through the complexities to ensure their contracts provide the necessary framework for success.

In addition to our highly recognized global Technology Transactions and Strategic Sourcing practice, our global Commercial Contracts practice advises some of the world's largest companies on all manner of business-critical national and international commercial transactions, among them sales, agency and distribution, e-commerce, joint ventures and collaborations, manufacturing, logistics, licensing arrangements and university spinouts, to name a few. We represent some of the world's largest and most successful businesses across a broad range of industry sectors, from manufacturing to retail, hospitality and leisure, life sciences and technology to automotive, financial services, energy and government contracting.

In every major commercial center around the world, we have experienced sector-focused lawyers who truly understand local rules, business practices and customs, who work together as a cohesive team, who can call on the resources of our global firm and who share a common client service ethic.

EXPERIENCE

- Representing numerous international companies which are household names in the retail sector in relation to geographic expansion of their businesses into multiple new territories across EMEA and Asia Pac. Through our offices across these regions, we provided turnkey strategic advice and a local law/compliance service to support our clients' expansion programs.
- Representing the largest non-State owned car maker in Russia in relation to its US\$4 billion joint

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RELATED SERVICES

- Employment
- Finance
- Franchise
- Intellectual Property and Technology
- International Arbitration
- International Trade, Regulatory and Government Affairs
- Mergers and Acquisitions
- Real Estate
- Technology

venture with Ford. Our Amsterdam office advised on the Dutch law joint venture agreement while our UK team advised on 32 different English law supply agreements, franchise agreement for the use of the Ford brands and IT services agreement. The transaction was conducted across Europe with support from DLA Piper offices in London, Cologne and Moscow.

- Representing a global food and beverage leader in all commercial contracts, distribution, marketing, advertising, sales promotion and consumer protection matters in several key jurisdictions.
- Representing a global hospitality company in the creation of an affinity credit card program with a major US bank, including representing the company in agreements with third party merchants related to the affinity credit card program.
- Representing a financial services company in all of its arrangements with Visa, MasterCard and other payment networks.

Transactions and
Strategic Sourcing

RELATED SECTORS

- Energy and Natural Resources
- Financial Services
- Hospitality and Leisure
- Industrials
- Life Sciences
- Consumer Goods, Food and Retail
- Technology

AKTUELLES

Veröffentlichungen

No-deal Brexit: Impact on public sector procurement contracts

1 September 2019

While a range of outcomes, including [a departure under the terms of the current Withdrawal Agreement](#), remains possible, it is important for businesses to plan for a no-deal Brexit, in which the UK leaves the EU without a withdrawal agreement or other deal. Here we look at the potential impact of a no-deal Brexit on public sector procurement law

The Final EBA Outsourcing Guidelines

28 FEB 2019

The European Banking Authority has published its Final Report on EBA Draft Guidelines on outsourcing arrangements. The Guidelines are relevant to UK banks, building societies, designated investment firms and IFPRU investment firms.

Contracting for Transformative Benefits

06 FEB 2019

Much of the talk in the sourcing market is - and has been over the past couple of years - about transformation, especially of the digital nature. For some, any initiative under the digital transformation banner is seen as the panacea to numerous business and operational challenges.

Online consultation open on draft Dutch franchise legislation

14 JAN 2019

In recent years, franchise disputes have caught the Dutch government's attention. Although such disputes are limited in numbers, they relate to high-profile brands and therefore attract significant media and political attention. This attention has focused mainly on the position of franchisees and whether or not said position needed to be strengthened.

Intellectual Property and Technology News (Asia Pacific) September 2018

27 SEP 2018

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Intellectual Property and Technology News (Asia Pacific) is our annual publication designed to report on worldwide developments in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

Regulating "trading practices" in B2B supply chains - EU / UK regulations and proposals on contracting and payments between businesses

1 MAY 2018

This article discusses recent scrutiny and existing regulations of business-to-business relationships at the EU and UK levels (including the draft EU Directive on unfair trading practice in B2B food supply chain and draft EU Regulation on online intermediation services, both published in April 2018) and sets out the key considerations for businesses operating within EU supply chains.

Intellectual Property and Technology News (North America), Issue 31, Q3 2016

22 SEP 2016

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 30, Q2 2016

28 JUN 2016

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 29, Q1 2016

29 MAR 2016

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 28, Q4 2015

2 DEC 2015

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 27, Q3 2015

25 AUG 2015

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives,

analysis and visionary ideas.

Intellectual Property and Technology News (North America), Issue 26, Q2 2015

9 JUN 2015

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

Intellectual Property and Technology News (United States), Issue 25, Q1 2015

24 MAR 2015

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

NEWS

Financial Times ranks DLA Piper among the most innovative law firms in Europe

13 September 2019

DLA Piper has been recognised as one of the top 10 most innovative law firms in Europe at the Financial Times' 2019 European Innovative Lawyers report, an annual ranking assessing lawyers on their innovation both for clients and in their own businesses.

DLA Piper berät Tirona bei Beteiligung an CashCape

5 September 2019

DLA Piper hat Tirona Ltd. im Zusammenhang mit dem Erwerb einer 25%igen Beteiligung an der Fintech-App CashCape beraten.

DLA Piper continues Irish expansion with appointment of four new partners

4 September 2019

DLA Piper today announces the appointment of four new partners to its recently opened Dublin office into four key practice areas of Finance and Projects (F&P), Intellectual Property and Technology (IPT), Tax and Real Estate. The new partners will be joined by three legal directors, as part of the firm's ongoing expansion in Ireland.

DLA Piper berät Bauer Media Group beim Erwerb von Camilyo Online Ltd

5. August 2019

DLA Piper hat erneut die Bauer Media Group beim Erwerb eines Anbieters onlinebasierter white-label Dienstleistungen für Online-Service Provider und deren Mittelstandskunden, die israelische Camilyo Online Ltd., beraten.

DLA Piper berät Allianz Real Estate beim Erwerb der Büroimmobilie EDGE Hafencity in Hamburg

2. August 2019

DLA Piper hat die Allianz Real Estate beim Erwerb der Büroimmobilie EDGE Hafencity von EDGE Technologies im Zuge eines Off-Market-Forward-Deals beraten. Das EDGE HafenCity Hamburg Projekt umfasst ein 15-stöckiges Gebäude mit einer gesamtvermietbaren Fläche von rund 22.500 qm.

DLA Piper to advise ITW Global Leaders' Forum on blockchain-based telecoms platform

2 July 2019

DLA Piper has been appointed to advise the ITW (International Telecoms Week) Global Leaders' Forum (GLF) on the launch of a special purpose vehicle that will develop a live, blockchain-based platform.

DLA Piper berät Rolls-Royce beim Erwerb des eAircraft Geschäfts von Siemens

21 June 2019

DLA Piper hat Rolls-Royce plc beim Erwerb der Elektro- und Hybridantriebssparte für die Luft- und Raumfahrt, eAircraft, von Siemens beraten. Die Akquisition ist Teil der Elektrifizierungsstrategie von Rolls-Royce und wird dazu beitragen, dass das Unternehmen zukünftig eine maßgebliche Rolle in der „dritten Epoche“ der Luftfahrt spielen wird.

DLA Piper announces launch of Artificial Intelligence practice

14 MAY 2019

DLA Piper announced today the launch of its Artificial Intelligence practice, which will focus on assisting companies as they navigate the legal landscape of emerging and disruptive technologies, while helping them understand the legal and compliance risks arising from the creation and deployment of AI systems.

DLA Piper strengthens Intellectual Property and Technology offering in Russia

18 APR 2019

DLA Piper today announces that Julianna Tabastajewa will be joining the firm as a counsel in its Intellectual Property and Technology practice based in Moscow. Her practice focuses on IP protection and litigation in the area of pharmaceutical, competition and, media law, as well as franchising.

DLA Piper announces partnership promotions for 2019

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

DLA Piper verteidigt Samsung Electronics erfolgreich gegen Dyson

29 MAR 2019

DLA Piper hat für die Samsung Electronics GmbH die Aufhebung einer von der Dyson AG erwirkten einstweiligen Verfügung erreicht. Die im Januar 2018 erwirkte Verfügung des Landgerichts Düsseldorf hatte es Samsung untersagt, bestimmte Werbeaussagen für akkubetriebene Handstaubsauger zu tätigen.

DLA Piper hosts leading business and diplomacy conference

14 MAR 2019

DLA Piper's London office has hosted the Annual Conference of the International Diplomatic and Business Exchange (IBDE).

DLA Piper announces launch of Blockchain and Digital Assets practice

26 FEB 2019

DLA Piper announced today the launch of its Blockchain and Digital Assets practice, which will offer strategic advice on a global basis to address the needs of companies implementing blockchain technology solutions and creating and deploying digital assets.

DLA Piper joins Governing Council for Hedera Hashgraph

20 FEB 2019

DLA Piper has joined the initial group of Governing Council members for Hedera Hashgraph, a next-generation public ledger designed to have highly diversified governance and the most distributed consensus at scale. The announcement was made at Hedera Hashgraph's first annual summit in Seoul, Korea.

As part of the council, DLA Piper will help oversee changes to the software run by millions of Hedera distributed nodes over time. The governing council has been established to ensure stability and guaranteed continued decentralization to the Hedera Hashgraph distributed public ledger.

DLA Piper verstärkt den Bereich Datenschutzrecht mit Univ.-Prof. Dr. Jürgen Taeger

4 FEB 2019

DLA Piper hat sich zum 1. Februar 2019 mit Univ.-Prof. Dr. Jürgen Taeger (64) als Of-Counsel verstärkt. Prof. Taeger ist ein ausgewiesener Experte in den Bereichen Wirtschafts- und Informationsrecht und insbesondere spezialisiert auf die Bereiche Datenschutz, eCommerce und Internetrecht.

DLA Piper expands new Dublin office with four-partner hire

9 JAN 2019

DLA Piper today announces the appointment of four new partners from highly-regarded Irish firms to its newly opened Dublin office into four key practice areas of Finance and Projects (F&P), Corporate, Intellectual Property and Technology (IPT) and Employment. These hires follow the appointment of Corporate partner David Carthy as Ireland Country Managing Partner in May 2018.

Technology sector poised for big data wave in finance and sales departments – DLA Piper European Tech Index

12 DEC 2018

Harnessing big data is becoming standard practice for IT and marketing teams in technology, but DLA Piper's 2018 Tech Index reveals that a revolution may now be underway in finance and sales departments as well. Responses from 350 tech sector senior executives in Europe indicate that compared to 2016, organizations are increasingly identifying new opportunities in these additional departments, indicating a move towards widespread adoption of big data in the tech sector.

DLA Piper wins Legal Adviser of the Year and recognized as UK Top Performer 2018 by Global Sourcing Association

25 MAY 2018

DLA Piper's Global Co-Head of Technology Sector, Kit Burden, was last night named Legal Advisor of the Year at the Global Sourcing Association (GSA) UK Top Performers and Professional Awards, held at the Hilton Manchester Deansgate

DLA Piper announces partnership promotions for 2018

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

DLA Piper launches Intellectual Property and Technology practice in Luxembourg

3 APR 2018

DLA Piper Luxembourg is pleased to announce the launch of its Intellectual Property and Technology (IPT) practice, with the appointment of Olivier Reisch as partner and head of the practice.

Businesses still not fully aware of Data Protection issues

31 JAN 2018

DLA Piper has released its second Data Privacy Snapshot report, finding that once again, company global privacy programs have gaps in meeting increasingly demanding global privacy principles. Significantly, it appears that many companies are falling short of data protection obligations under the General Data Protection Regulation (GDPR), which will start to apply from 25 May 2018.

DLA Piper names new global and US co-chairs for Intellectual Property and Technology practice

8 JAN 2018

DLA Piper has named Frank Ryan co-chair of the firm's global Intellectual Property and Technology practice and Ann Ford co-chair of its US IPT practice, both effective January 1.
