



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

KEY CONTACTS

Dr Thilo von Bodungen LL.M.

Partner
Munich
T: +49 89 23 23 72
170

Mark C. Lehberg

Partner
San Diego (Golden Triangle)
T: +1 858 677 1419

Gregory Tulquois

Partner
Paris
T: +33 (0) 1 40 15 24
28

RELATED SERVICES

- Employment
- Finance
- Franchise
- Intellectual Property and Technology
- International Arbitration
- International Tax Counsel
- International Trade
- International Trade, Regulatory and

- 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 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.

- Government Affairs
- Mergers and Acquisitions
- Real Estate
- Technology Transactions and Strategic Sourcing

RELATED SECTORS

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

INSIGHTS

Publications

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.

Intellectual Property and Technology News (Asia Pacific) December 2017

7 DEC 2017

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

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

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

DLA Piper advises Tirona on the acquisition of a stake in CashCape

5 September 2019

DLA Piper has advised Tirona Ltd. on the acquisition of a 25 percent stake in the fintech app CashCape.

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 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.

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 wins TMT Team of the Year and Litigation Team of the Year at the Middle East Legal Awards 2019

23 APR 2019

DLA Piper has been named TMT and Litigation Team of The Year at the Middle East Legal Awards 2019, underscoring the firm's

continued strength in the technology, media and telecommunications sector as well as its leading practice in complex dispute resolutions.

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 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 bolsters Data Protection practice

4 FEB 2019

DLA Piper in Germany has hired Intellectual Property & Technology of counsel Prof Dr Jürgen Taeger, who joined the firm's Cologne office with effect from 1 February 2019.

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 Adviser 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.

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.

Six months until GDPR: companies still reporting low levels of preparedness

15 Nov 2017

For the over 200 organisations responding to DLA Piper's Data Privacy Scorebox online survey tool since the start of the year, the average alignment score with all key international data privacy principles was 31.5%, as against an 38.3% average score for respondents in the 2016 calendar year.

DLA Piper launches Global Contract Laws v2.0

7 Nov 2017

DLA Piper has launched a newly updated version of its *Global Contract Laws* online resource. *Global Contract Laws v2.0* covers laws from more than 50 countries, including the UK, the US, Australia, China, and Germany, as well as new countries in Asia and South America.

DLA Piper named one of the most innovative law firms in Europe by the Financial Times Innovative Lawyers Europe Report 2017

6 OCT 2017

DLA Piper is one of the top five most innovative law firms in Europe according to the Financial Times Innovative Lawyers Europe report 2017.

Now in its twelfth year, the FT Innovative Lawyers Report assesses lawyers on their innovation both for clients and in their own businesses. It is one of the top legal rankings in Europe and the accompanying awards are widely regarded as the best researched in the market.

DLA Piper launches new platform for *Guide to Going Global* series

20 SEP 2017

DLA Piper has launched a new platform featuring its *Guide to Going Global* series, an online resource designed to help companies operating and growing their international businesses.
