



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.

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, and 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 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 venture with Ford. Our Amsterdam office advised on the Dutch law joint venture

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RELATED SERVICES

- Commercial Contracts Disputes
- Employment
- Finance
- Franchise
- Intellectual Property and Technology
- International Arbitration
- International Tax Counsel
- International Trade
- International Trade,

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.

INSIGHTS

Publications

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.

Regulatory and
Government Affairs

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

RELATED SECTORS

- Energy
- Financial Services
- Hospitality and Leisure
- Life Sciences
- Retail
- Technology

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.

NEWS

DLA Piper lawyers ranked in *Chambers FinTech*

14 DEC 2018

DLA Piper is pleased to announce that the firm was ranked in the USA Legal 2019 edition of *Chambers FinTech*.

David Markman joins DLA Piper's Media, Sport and Entertainment sector in Los Angeles

14 NOV 2018

DLA Piper announced today that David Markman has joined the firm's Media, Sport and Entertainment sector and Intellectual Property and Technology practice as a partner in Los Angeles, and will also serve as co-chair of the firm's Entertainment Transactions practice.

DLA Piper achieves victory for group of home builders in patent infringement suit

9 NOV 2018

DLA Piper recently achieved a significant victory for Pulte Homes, Inc., Lennar Corporation (formerly The Ryland Group, Inc. and CalAtlantic Homes), Shea Homes, and Taylor Morrison, Inc., defendants in a decade-long patent infringement suit.

Larissa Bifano named to the *Massachusetts Lawyers Weekly's* 2018 Top Women in Law list

18 OCT 2018

DLA Piper is pleased to announce that Larissa Bifano, a partner in DLA Piper's Boston office and co-chair of the Patent Prosecution practice, was named to the *Massachusetts Lawyers Weekly's* 2018 Top Women in Law list.

Eric Grossman named to the *Washingtonian* magazine 2018 Tech Titans list

24 SEP 2018

DLA Piper is pleased to announce that Eric Grossman has been named a 2018 Tech Titan on the *Washingtonian* magazine's list of the "the most important and innovative people in Washington's digital economy."

DLA Piper adds Michael Dougherty and Tony Pezzano to Intellectual Property and Technology practice in New York

19 SEP 2018

DLA Piper announced today that Michael Dougherty and Tony Pezzano have joined the firm's Intellectual Property and Technology practice as partners in New York.

DLA Piper advises Nemetschek on acquisition of MCS Solutions

31 AUG 2018

DLA Piper has advised the software supplier Nemetschek SE on the acquisition of the real estate and facilities technology firm MCS Solutions in Belgium, Sweden, India and the USA. The acquisition sees Nemetschek SE gain access to the rapidly growing market in building management.

Ferillia Roberson recognized on 2018 National Bar Association 40 Under 40 list

23 JUL 2018

Ferillia Roberson has been named to the National Bar Association's 2018 list of 40 Under 40 Nation's Best Advocates.

Eric Hagen joins DLA Piper's Intellectual Property and Technology practice in Los Angeles

12 JUL 2018

DLA Piper announced today that Eric Hagen has joined the firm's Intellectual Property and Technology practice as a partner in Los Angeles.

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 new US and regional Intellectual Property and Technology practice and subgroup leaders

1 MAY 2018

DLA Piper is pleased to announce that Boston-based partner Larissa Park has been named co-head of the firm's Patent Prosecution practice, partners Matthew Satchwell and Keith Medansky have been named co-heads of the Chicago Intellectual Property and Technology practice and partner Nicholas Papastavros has been named head of IPT in Boston.

Mark Fowler named to the *Daily Journal's* Top Intellectual Property Lawyers list

18 APR 2018

DLA Piper is pleased to announce that Mark Fowler, global co-chair and US chair of DLA Piper's Patent Litigation practice, has been selected as a Top Intellectual Property Lawyer by the *Daily Journal*.

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.

Tamany Bentz joins DLA Piper's Intellectual Property and Technology practice in Los Angeles

19 MAR 2018

DLA Piper announced today that Tamany Bentz has joined the firm's Intellectual Property and Technology practice as a partner in Los Angeles.

DLA Piper wins significant victory for 7-Eleven

16 MAR 2018

DLA Piper won a significant victory for its client, 7-Eleven, in a putative class action that was filed against 7-Eleven in the United States District Court for the Central District of California.

Mark Fowler named a *National Law Journal* 2018 Intellectual Property Trailblazer

6 MAR 2018

DLA Piper is pleased to announce that Mark Fowler, global co-chair and US chair of DLA Piper's Patent Litigation practice, has been selected as a 2018 Intellectual Property Trailblazer by the *National Law Journal*.

DLA Piper names Thomas Zutic chair of Trademark, Copyright & Media practice in Washington, DC

06 MAR 2018

DLA Piper has announced that partner Thomas Zutic has been named chair of the firm's Trademark, Copyright & Media practice in Washington, DC.

DLA Piper adds Clayton Thompson and Jake Zolotorev to Intellectual Property and Technology practice in Silicon Valley

27 FEB 2018

DLA Piper announced today that Clayton Thompson and Yakov "Jake" Zolotorev have joined the firm's Intellectual Property and Technology practice as partners in Northern California.

DLA Piper expands Media, Sport and Entertainment capabilities with addition of Ben Mulcahy and Gina Reif Ilardi

26 FEB 2018

DLA Piper announced today that Ben Mulcahy has joined the firm's Intellectual Property and Technology practice as a partner in Los Angeles and Gina Reif Ilardi has joined the IPT practice as a partner in New York.

DLA Piper advises Harrison Street on Crosslane joint venture

5 FEB 2018

Global law firm DLA Piper has advised leading real estate investment firm Harrison Real Estate Capital LLC, on its joint venture with Crosslane Property Group UK, a real estate company specialising in purpose built student accommodation (PBSA) across the UK and Continental Europe.

R. David Whitaker joins DLA Piper's Intellectual Property and Technology practice in Chicago

5 FEB 2018

DLA Piper announced today that R. David Whitaker has joined the firm's Intellectual Property and Technology practice as a partner in the Chicago office. His arrival follows that of his colleague, Margo H.K. Tank, who recently joined the firm as a partner in the Washington, DC, office.

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.

Margo Tank joins DLA Piper's Intellectual Property and Technology practice in Washington, DC

29 JAN 2018

DLA Piper announced today that Margo Tank has joined the firm's Intellectual Property and Technology practice as a partner in the Washington, DC, office.

John Beahn joins DLA Piper's rapidly growing Telecom practice in Washington, DC

17 JAN 2018

DLA Piper announced today that John Beahn has joined the firm's Telecom practice as a partner in the Washington, DC, office.

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.

DLA Piper prepares report on the protection of IP rights in insolvency proceedings for INSOL International

20 NOV 2017

DLA Piper is pleased to announce the release of a special report titled "The Protection of Intellectual Property Rights in Insolvency Proceedings." The firm prepared the report on behalf of INSOL International, a global federation of national associations for accountants and lawyers who focus on turnaround and insolvency.

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 adds leading entertainment and IP litigator Douglas Emhoff in Los Angeles, Washington, DC

25 SEP 2017

DLA Piper announced today the addition of Douglas Emhoff as a partner in the firm's Intellectual Property and Technology practice and its Media, Sport and Entertainment sector. Emhoff will be based in DLA Piper's Los Angeles and Washington, DC, offices.

Larissa Park of DLA Piper named top IP attorney by Patexia

21 SEP 2017

Larissa Park, a partner in DLA Piper's Boston office, was recently named the best-performing IP attorney by intellectual property company Patexia Inc.

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.

Lisa Haile and Gina Durham named *Daily Journal* Top Intellectual Property Lawyers in California

16 AUG 2017

DLA Piper is pleased to announce that the *Daily Journal* has named Lisa Haile and Gina Durham to its 2017 list of Top Intellectual Property Lawyers in California. The award recognizes attorneys who successfully argued a novel theory of law, saved a client's business by winning a case or protected a client's portfolio.

Victoria Lee of DLA Piper named to the National Law Journal's 2017 IP Trailblazers list

3 JUL 2017

DLA Piper is pleased to announce that Victoria Lee, a partner based in the Silicon Valley office and the global co-chair of the firm's Technology sector, has been named to the *National Law Journal's* Intellectual Property Trailblazers list.

DLA Piper advises Beijing BDStar Navigation Co., Ltd on the purchase of an interest in the in-tech Group

19 Jun 2017

DLA Piper has advised BDStar as part of a bidding procedure on the acquisition of an interest in the company in-tech GmbH, a supplier for the digitization and the development in the area of automotive, machinery and transportation systems.

DLA Piper berät Beijing BDStar Navigation Co., Ltd beim Erwerb von Anteilen an der in-tech Gruppe

19 Jun 2017

DLA Piper hat die BDStar beim Erwerb einer Beteiligung an der in-tech GmbH, einem international agierenden Spezialisten für Digitalisierung und Entwicklung in den Branchen Automotive, Maschinenbau und Verkehrssysteme, beraten.

DLA Piper lawyers and practices ranked in latest Chambers edition

31 MAY 2017

DLA Piper today announced that 161 of the firm's lawyers and 62 of its practices were ranked in *Chambers USA's* 2017 guide.

Vicky Lee of DLA Piper named to the *Silicon Valley Business Journal's* Women of Influence list

19 MAY 2017

DLA Piper is pleased to announce that Vicky Lee, a partner based in the Silicon Valley office and the global co-chair of the firm's Technology sector, has been named to the *Silicon Valley Business Journal's* Women of Influence list.

DLA Piper launches global prize promotions guide

11 May 2017

DLA Piper has launched a unique guide to the key requirements surrounding prize promotions around the world.

The guide provides information on the laws in 35 countries and is available [here](#). It is designed to assist organisations at all stages of planning prize promotions, and to help them deal with any issues arising during or after the promotion.

Priya Narahari of DLA Piper named to the *Legal Intelligencer's* Lawyers on the Fast Track list

3 MAY 2017

DLA Piper is pleased to announce that Priya Narahari, an associate in the Philadelphia office's Intellectual Property practice, has been named to the *Legal Intelligencer's* Lawyers on the Fast Track list.

Anna Spencer joins DLA Piper's Intellectual Property and Technology practice

3 May 2017

DLA Piper announced today that Anna Spencer has joined the firm's Intellectual Property and Technology practice as a partner who will work from the Atlanta and Washington, DC offices.

DLA Piper announces partnership promotions for 2017

2 MAY 2017

DLA Piper is proud to announce that 46 lawyers have been promoted to its partnership. The promotions are effective as of 1 January 2017 in the United States and 1 May 2017 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 28 different offices throughout 13 countries.

DLA Piper named top cybersecurity firm by BTI Consulting

26 APR 2017

DLA Piper is pleased to announce that it has been recognized as one of the seven best law firms for cybersecurity-related work by BTI Consulting Group in its recently published *BTI Law Firms Best at Cybersecurity 2017* report.

DLA Piper becomes largest law firm in the Nordic region

31 Mar 2017

DLA Piper, the global law firm, has announced that it will join with leading Danish law firm, LETT, by the end of May 2017. As a result, the firm will have five offices in the Nordic region with more than 370 lawyers, making it the largest law firm in the Nordic region.

LETT, which will rebrand as DLA Piper, is a full-service law firm with particular strengths in corporate M&A, insolvency and restructuring, pensions and insurance, and real estate, as well as the Danish public sector. It has around 150 lawyers in its Copenhagen and Aarhus offices.

DLA Piper appointed to Crown Commercial Services tier 1 panel

15 MAR 2017

DLA Piper is amongst 12 law firms appointed to the first tier of the Crown Commercial Service's General Legal Advice Services panel.

Arctic Cat Successful in Multi-Patent Dispute Brought by Bombardier Recreational Products Inc. in the Federal Court of Canada

6 MAR 2017

On February 24, members of DLA Piper (Canada) LLP's Toronto IPT group, obtained a successful trial judgment on behalf of their client Arctic Cat Inc. in defence of a complex patent infringement action brought by Bombardier Recreational Products Inc. in the Federal Court of Canada.

Ron Dimock and Sangeetha Punniyamoorthy recognized by *World IP Review* in 2017 Leaders Directory

28 FEB 2017

Beyond a distinguished law practice, *WIPR Leaders* also considers a practitioner's contribution to the wider IP community.

Former FCC Legal Advisor Edward "Smitty" Smith joins DLA Piper

9 FEB 2017

DLA Piper announced today that Edward "Smitty" Smith, former Legal Advisor to past Federal Communications Commission (FCC) Chairman Tom Wheeler, has joined the firm's Telecommunication practice, part of the firm's global Intellectual Property and Technology practice, as a partner in the Washington, DC office.

DLA Piper (Canada) LLP Recognized in 2017 *Lexpert*®/ALM 500 Directory for Intellectual Property Law

29 DEC 2016

The 2017 *Lexpert*®/*American Lawyer Guide to the Leading 500 Lawyers in Canada* has recognized Ron Dimock and Bruce Stratton as top practitioners in their field.
