



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, distributors 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.

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 sourcing and procurement, sales, agency and distribution, e-commerce, joint ventures and collaborations, manufacturing, logistics, licensing arrangements, research and development, digital and business transformation, Everything-as-a-Service, to name a few. We represent some of the world's largest and most successful businesses in vibrant sectors such as Industrials (Aerospace, Automotive, Chemicals, Manufacturing), Consumer goods and retail, Infrastructure and Transport, Technology, Hospitality and Leisure...

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.

CAPABILITES

- Structuring sourcing and purchase programs, strategies and RFPs; advising regarding dealings with suppliers.
- Preparing and negotiating all documentation governing procurement, outsourcing, multisourcing, development, strategic alliances, sales, distribution, channels to market; advising regarding dealings with customers and consumers.

CONTACTOS

Mark C. Lehberg

Sócio
San Diego (Golden Triangle)
T: +1 858 677 1419
mark.lehberg@dlapiper.com

Gregory Tulquois

Sócio
Paris
T: +33 (0) 1 40 15 24 28
gregory.tulquois@dlapiper.com

Dr Thilo von Bodungen LL.M.

Sócio
Munich
T: +49 89 23 23 72 170
thilo.vonbodungen@dlapiper.com

SERVIÇOS RELACIONADOS

- Trabalho
- Financeiro
- Propriedade Intelectual e Tecnologia
- Imobiliário

SETORES RELACIONADOS

- Energia
- Serviços Financeiros
- Hotelaria e Lazer
- Ciências da Vida
- Retalho

- Advising regarding the termination of agreements/dealings.
- Structuring business and/or digital transformation projects.
- Advising on international expansion.
- Advising on the conduct B2B and B2C ecommerce and digital business.
- Advising on advertising and marketing programs.
- Advising on customer and consumer relations.
- Representing suppliers and customers in commercial contracts disputes, through litigation, arbitration, mediation and other alternative dispute resolution techniques.

• Tecnologia

EXPERIENCE

- Representing numerous international companies which are household names in the luxury, FMCG and retail sectors in relation to sourcing, distribution, digital transformation, geographic expansion of their businesses into multiple new territories across EMEA, the Americas and Asia Pac. Through our offices across these regions, we provide 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 aircraft manufacturer in relation to a multitude of strategic projects, including: deployment of global data services, sourcing of strategic components, IT and tech services, launch of new lines of business, including in the context of digital transformation.
- Representing leading mobility providers in respect of the transformation and the expansion of their businesses.
- Representing a global food and beverage leaders in 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

Publicações

March 2019 - Key issues in brand cross-licensing in China

20 MAR 2019

In recent years, Chinese brands have been increasingly gaining global recognition, especially in the technology, ecommerce, and consumer goods sectors. In this context, an increased number of foreign businesses are considering branded partnerships with a Chinese counterparty as a way of operating in China (e.g., co-branded joint venture). In recent years, Chinese brands have been increasingly gaining global recognition, especially in the technology, ecommerce, and consumer goods sectors. In this context, an increased number of foreign businesses are considering branded partnerships with a Chinese counterparty as a way of operating in China (e.g., co-branded joint venture).

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.

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 (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.

Cybersecurity: past is prologue

29 MAR 2016

During 2016, we will likely see another increase in cyberattacks, and we will see cybersecurity being taken more seriously by its potential victims.

The role of evidence in inter partes review

29 MAR 2016

Explaining some evidentiary issues that have decided PTAB proceedings.

Supreme Court Corner: Q1 2016

29 MAR 2016

Two cases to watch.

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.

Top franchise decisions: two standouts from 2015

29 MAR 2016

What is a joint employer? Two significant cases.

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.

[NOTÍCIAS](#)

Erica Kuo joins DLA Piper's Intellectual Property and Technology practice in New York

12 November 2019

DLA Piper announced today that Erica Kuo has joined the firm's Intellectual Property and Technology practice as of counsel in the New York office.

DLA Piper named Communications Law Firm of the Year by *U.S. News and Best Lawyers*

6 November 2019

DLA Piper is pleased to announce that it has been named Communications Law Firm of the Year by *U.S. News and Best Lawyers* as part of the 2020 rankings.

Michael Sitzman joins DLA Piper's Intellectual Property and Technology practice in Northern California

4 November 2019

DLA Piper announced today that Michael Sitzman has joined the firm's Intellectual Property and Technology practice as a partner in Northern California, based in the San Francisco office.

Tamany Vinson Bentz named to the *Daily Journals* list of Top Trade Secrets Lawyers

9 October 2019

DLA Piper is pleased to announce that Tamany Vinson Bentz, a Los Angeles-based partner in the IPT Litigation practice, has been named to the *Daily Journal's* 2019 list of Top Trade Secrets Lawyers.

Mark Radcliffe to moderate panel at Open Core Summit in San Francisco

18 September 2019

Mark Radcliffe will moderate a panel on "The OSS Business Model, from Past to Present" at Open Core Summit, the global commercial open-source software (COSS) category ecosystem conference.

Lisa Hillman joins DLA Piper's Intellectual Property and Technology practice in Boston

26 August 2019

DLA Piper announced today that Lisa Hillman has joined the firm's Intellectual Property and Technology (IPT) practice as a partner in Boston.

Six-partner group joins DLA Piper across key markets and practice groups from coast to coast

18 July 2019

DLA Piper announced today the addition of a six-partner group whose members will be part of the firm's Corporate, Intellectual Property and Technology, and Litigation practices. The partners will be based in San Francisco, Los Angeles, Silicon Valley and New

York.

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's Mark Radcliffe named to the *National Law Journal's* list of Technology Trailblazers

10 June 2019

DLA Piper is pleased to announce that Mark Radcliffe, a Silicon Valley-based partner, has been named to the *National Law Journal's* list of Technology Trailblazers.

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.

Andrew Serwin joins DLA Piper's Intellectual Property and Technology practice in San Diego

7 MAY 2019

DLA Piper announced today that Andrew Serwin has joined the Data Protection, Privacy and Security subgroup of the firm's Intellectual Property and Technology practice as a partner in San Diego.

DLA Piper lawyers and practices ranked in latest Chambers edition

30 APR 2019

DLA Piper today announced that 158 of the firm's lawyers and 64 of its practices were ranked in *Chambers USA's* 2019 guide.

DLA Piper lawyers and practices ranked in latest Chambers edition

30 APR 2019

DLA Piper today announced that 158 of the firm's lawyers and 64 of its practices were ranked in *Chambers USA's* 2019 guide.

Thomas Dombrowsky named to NTIA Commerce Spectrum Management Advisory Committee

26 APR 2019

DLA Piper is pleased to announce that Thomas Dombrowsky has been named to the Commerce Spectrum Management Advisory Committee (CSMAC) of the US Department of Commerce's National Telecommunications and Information Administration.

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).

Nancy Victory named to the *National Law Journal's* 2019 list of Intellectual Property Trailblazers

4 MAR 2019

DLA Piper is pleased to announce that Nancy Victory, co-chair of the firm's global Telecom practice, has been selected as a 2019 Intellectual Property Trailblazer by the *National Law Journal*.

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 recognized for fourth consecutive year as a top outsourcing advisor

26 FEB 2019

DLA Piper is pleased to announce that the firm has been selected for the 2019 Best of the World's Best Outsourcing Advisors list by the International Association of Outsourcing Professionals (IAOP).

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.

Michael Furrow and Brian O'Reilly join DLA Piper's Intellectual Property and Technology practice in New York

20 FEB 2019

DLA Piper announced today that Michael Enzo Furrow, Ph.D., and Brian David O'Reilly have joined the firm's Intellectual Property and Technology practice as partners in New York.

Edward J. McAndrew joins DLA Piper's Intellectual Property and Technology practice in Wilmington and Washington, DC

19 FEB 2019

DLA Piper announced today that Edward J. McAndrew has joined the firm's Intellectual Property and Technology practice as a partner based in Wilmington and Washington, DC.

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.

Tracy Shapiro joins DLA Piper's Intellectual Property and Technology practice in San Francisco

7 JAN 2019

DLA Piper announced today that Tracy Shapiro has joined the firm's Intellectual Property and Technology practice as a partner in Northern California.

Michael Jay joins DLA Piper's Intellectual Property and Technology practice in Los Angeles

3 JAN 2019

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

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*.

Five DLA Piper partners recognized in *Variety's* 2018 Dealmakers Impact Report

5 DEC 2018

DLA Piper is pleased to announce that five of its partners have been selected for *Variety's* 2018 Dealmakers Impact Report. The list honors the year's most accomplished dealmakers across all sectors of the entertainment industry who "keep the wheels of Hollywood turning, the content flowing and the money coming in."

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.

Seasoned entertainment and media attorneys Tom Ara and Robert Sherman join DLA Piper as co-chairs of Entertainment Finance practice, Ara to chair Entertainment Transactions practice

25 OCT 2018

DLA Piper announced today that accomplished attorneys Tom Ara and Robert Sherman have joined the firm to lead the Entertainment Finance and Transactions practices based out of the firm's Century City office in Los Angeles.

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.

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.

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.
