



Consumer Goods and Retail

DLA Piper's Consumer Goods and Retail Sector team is recognized for advising many of the world's leading organizations in the consumer goods, food and beverage and retail sectors. For businesses looking to expand into new product lines or territories, protect their brand and IP, understand the consequences of changing consumer spending habits, or comply with the regulatory regimes in all the jurisdictions where they have a presence, DLA Piper can help.

Consumer Goods and Retail lawyers are based in offices across the Americas, Asia Pacific, Africa, the Middle East and Europe. We leverage our vast on-the-ground experience and global platform to work seamlessly across borders, supporting you wherever you do business.

We regularly advise companies in these industries:

- Food and beverage
- Grocery
- Health, beauty and personal care
- Household care products
- Investors and funders
- Retail and fashion

As the power of the consumer continues to rise, changing shopping behaviours, never has the consumer had more to say in the battle for customer centricity. This brings with it a number of challenges of which our lawyers regularly advise on, including:

- Wellness and wellbeing
- Sustainability
- Product and supply chain integrity
- Waste and accountability
- The rise of technology
- The use and ownership of customer data
- Distress on the high street
- Direct to consumer
- New ventures and acquisitions

To find out more about our Consumer Goods and Retail team, please contact either of our Global Co-Chairs.

INSIGHTS

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RELATED SERVICES

- Intellectual Property and Technology
- Real Estate

Publications

US Trade Representative publishes fourth list of Chinese products subject to Section 301 tariffs

19 August 2019

Yet more Chinese products will be subject to an additional 10 percent tariff.

VAT - Monthly Alert - July 2019

5 August 2019

VAT MONTHLY ALERT SERIES

A summary of important VAT developments with implications for cross-border business operations.

Dallas employees may not want to call in sick

31 July 2019

An Austin-based conservative think tank filed suit this week against the City of Dallas arguing that the paid sick leave ordinance violates the United States Constitution.

Who's that bot? California requires clear disclosure starting 7/1/2019

20 June 2019

A California law attempts to tackle the problem of automated online accounts that simulate conversation – and that are used to confuse or deceive.

Diversity and Inclusion - how does the retail sector fare in the boardroom?

5 JUN 2019

With diversity and inclusion fast becoming a hot topic on the agenda for almost every business across the globe, there is no doubt that the requirement for a more diverse board is increasing.

The consumer goods and retail landscape is rapidly evolving. Now more than ever, consumers are seeking more diverse products from which to choose and a variety of different ways to shop. With the need for the overall customer experience to reflect this broadening diversity, is the sector sufficiently diverse to be equipped with the varied cultural knowledge and understanding to take on the challenge?

Law à la Mode: Beauty Trends: 5 Key Beauty M&A deals; Street art and fashion; Word from the industry's mouth; The rise in innovative retail services; and more

20 MAY 2019

LAW À LA MODE SERIES

The Moroccan editorial team is delighted to bring you the 28th edition of Law à la Mode, the quarterly legal magazine produced by DLA Piper's Consumer Goods & Retail Sector Group for clients and contacts of the firm worldwide.

Intellectual Property and Technology News (Asia Pacific) May 2019

15 MAY 2019

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

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

Dallas passes ordinance requiring paid sick leave for private sector workers – key facts to know

29 APR 2019

With the effective date rapidly approaching, companies with employees in the City of Dallas should become familiar with the ordinance and review their applicable policies.

So you want to go digital...

11 APR 2019

This article assists businesses in identifying the core issues that must be addressed to ensure the legal sufficiency of transactions conducted on eSignature platforms.

EU Policy & Regulatory Update - European Parliament Adopts EU Copyright Reform

28 MAR 2019

Following two and a half years of negotiations and unprecedented public attention, the European Parliament adopted the controversial EU copyright reform in its plenary session on 26 March 2019.

Top of Mind: Litigation

20 MAR 2019

In this issue, our coverage of 10 big topics businesses have been thinking about this quarter.

PFAS: in California, regulators put cleanup levels on hold, but announce major data hunt

7 MAR 2019

This data hunt will affect thousands of facilities, drinking water systems and private drinking water well owners.

DLA Piper in Latin America: 2018 in review

28 FEB 2019

While challenges always lie ahead, we are excited by the region's continuing growth.

Data privacy law: the top global developments in 2018 and what 2019 may bring

25 FEB 2019

In 2018, the world saw numerous significant privacy law developments, a trend that is continuing in 2019.

Sharpen your pencils: California AG's Office announces start of its important CCPA pre-rulemaking and schedule for issuing its important CCPA rules

13 FEB 2019

Because the CCPA is littered with drafting errors and confusing definitions, this AG rulemaking is extremely important.

California Consumer Privacy Act: what's new for retailers?

23 JAN 2019

Particular features of the CCPA affect the retail industry in unique ways.

Global Employment Law Quiz 2019

11 JAN 2019

The annual quiz about global developments and trends in employment law.

Singapore deposits OECD Multilateral Instrument

8 JAN 2019

Multinationals that have a holding, financing, or intangible property company in Singapore are taking note.

The Music Modernization Act: stronger protections for artists and publishers

21 DEC 2018

The MMA revamps the Copyright Act in three major aspects.

Supreme Court Corner Q4 2018

20 DEC 2018

A trademark case concerning the Lanham Act's prohibition of "immoral" marks; a patent case asking whether the government is a "person" under the AIA.

Taking part in 2018 ANA/BAA Marketing Law Conference

21 DEC 2018

Ben Mulcahy and Gina Reif Ilardi actively participated in the 2018 Association of National Advertisers/Brand Activation Association Marketing Law Conference in Chicago.

eSignature and ePayment News and Trends

20 DEC 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, digitally transforming your business – the year's big legal and regulatory developments and breaking news.

Global Anticorruption Newsletter

5 DEC 2018

DLA Piper's *Global Anticorruption Newsletter* offers practical guidance on complying with international bribery laws.

The European Data Protection Board issues long-awaited guidelines on the territorial scope of the GDPR

30 NOV 2018

Among other provisions, the Guidelines concern GDPR's application to entities in the EU even when they process personal data of persons outside the EU.

eSignature and ePayment News and Trends

30 NOV 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, a fintech Q&A with the team, plus the latest developments from the legislatures, the regulators and the courts

Law à la Mode: Word of the industry's mouth; Enforcement of IP rights through Ukrainian customs register; E-commerce in Poland; The development of artificial intelligence in the fashion industry; and more

26 NOV 2018

[LAW À LA MODE SERIES](#)

The US editorial team is delighted to bring you the 27th edition of *Law à la Mode*, the quarterly legal magazine produced by DLA Piper's Retail Sector Group for clients and contacts of the firm worldwide.

eSignature and ePayment News and Trends

26 OCT 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, obtaining remote epayment authorizations from customers – are you in compliance? Plus the latest legislative and

regulatory news.

CFIUS pilot program mandates declarations for certain non-controlling investments in critical technologies

17 OCT 2018

The pilot program covers critical technologies in 27 industries.

Recent Landmark Case on Comparative Advertising in Hong Kong

12 OCT 2018

On 5 September 2018, the Hong Kong Court of First Instance handed down a significant win to Hong Kong Broadband Network Limited (HKBN) in dismissing a trade mark infringement claim brought against it by the PCCW-HKT group (PCCW). The case is the first decision the Hong Kong Court has made on section 21 of the Trade Mark Ordinance (Cap. 559) (TMO) and provided important guidance on the use of trademarks in the context of comparative advertising.

HKBN was represented by the legal team from DLA Piper Hong Kong led by May Ng, Partner, assisted by Queenie Chan, Associate.

Section 301 additional tariffs on imports of Chinese products: options for high tech and manufacturing companies

3 OCT 2018

Additional tariffs of 10 percent or 25 percent have been imposed on three different lists of thousands of imports from China. Companies can request exclusion from these tariffs.

DLA Piper hosts clients at INTA Annual Meeting in Seattle

27 SEP 2018

More than 10,000 trademark professionals and brand owners from around the world took part in the 140th International Trademark Association Annual Meeting.

How blockchain, Internet of Things and smart contracts improve the supply chain

27 SEP 2018

Incorporating three key technologies into the supply chain can significantly improve profitability while reducing risk.

Four tips for an effective eDiscovery plan in China

19 SEP 2018

A timely and well-documented eDiscovery plan, comprehensively addressing compliance with local laws, can also go a long way

to address potential post-collection inquiries.

eSignature and ePayment News and Trends

14 SEP 2018

ESIGNATURE AND EPAYMENT NEWS AND TRENDS

In this issue, remote notarization – US state requirements, plus blockchain, the new stablecoin, the validity of esignatures, and more.

China kicks off individual income tax law reform

6 SEP 2018

Regarded as the most influential amendment to the Individual Income Tax Law so far, the law is also a new beginning for IIT Law reform in China.

The Second Circuit rules against DOJ's aggressive assertion of extraterritorial FCPA jurisdiction over foreign accessories

29 AUG 2018

The ruling stands to limit DOJ's ability to bring FCPA charges against foreign nationals who do not travel to the US.

HMRC releases data on transfer pricing, diverted profit tax: key takeaways

14 AUG 2018

HMRC's publication of transfer pricing and diverted profits tax data for 2017/8 shows increasing activity and revenue collected from multinationals.

Congress finalizes CFIUS reform bill to broaden national security reviews of foreign investments

25 JUL 2018

A summary of the major changes FIRRMA presents to the CFIUS review process.

***South Dakota v. Wayfair*: SCOTUS overturns *Quill*, permitting states to require Internet sellers to collect sales and use tax**

25 JUN 2018

Taxpayers should expect a proliferation of state sales and use tax nexus provisions in the near future.

Russia's new VAT rules on cross-border e-commerce services: key points for B2B service providers

14 JUN 2018

Russia has introduced new value-added tax (VAT) rules pertaining to certain cross-border e-commerce services.

What can Al Capone teach us about business and human rights?

23 MAY 2018

You may well ask - how on earth can a mafia capo in Chicago from the early 20th century have anything to do with Business and Human Rights in the 21st century?

Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more

21 MAY 2018

[LAW À LA MODE SERIES](#)

The UK editorial team is delighted to bring you this special edition of Law à la Mode, produced by DLA Piper's Retail Sector group for distribution to clients and contacts of the firm worldwide and marking the 140th Annual Meeting of INTA in Seattle.

Multinationals take note: tax changes in Oman and considerations for foreign investors

24 APR 2018

Services provided by foreign persons to residents of Oman will be subject to Omani withholding tax, wherever the services are performed.

EU adopts directive on mandatory disclosure of aggressive tax planning schemes: key takeaways

22 MAR 2018

Enterprises and investors with any EU nexus should be aware that the disclosure requirement will apply to all "intermediaries" and possibly their clients involved in cross-border tax arrangements.

China begins Environment Protection Tax collection: key takeaways

19 MAR 2018

The tax requires both technological analysis and accounting calculation.

Retail Reimagined: technologies that will drive global disruption over the next ten years

26 FEB 2018

DLA Piper Retail Sector together with Retail Week are delighted to bring you a thought leadership report looking into the future technological changes likely to impact retailers.

Cybersecurity and data protection laws are evolving across Asia

27 DEC 2017

Cybersecurity and data protection laws are changing rapidly across Asia, and companies wishing to avoid losing their business operations in key countries are taking note.

Law à la Mode: Virtual Reality and Augmented Reality; Insta-worthy or Insta-infringement; E-commerce in Poland; Harnessing hidden advertising; and more

20 DEC 2017

LAW À LA MODE SERIES

The Asia Pacific editorial team is delighted to bring you the 24th edition of Law à la Mode, the quarterly legal magazine published by DLA Piper's Retail Sector group for clients and contacts of the firm worldwide.

India publishes new rules for master file and CbC reporting

30 NOV 2017

Guidance for multinationals on master file and country-by-country reporting in India.

Top franchise cases of 2017

30 MAR 2018

DLA Piper Franchise lawyers Barry Heller, John Hughes and Karen Marchiano recently conducted a webinar reviewing 2017's top franchise decisions.

China tax incentives for advanced technology service enterprises rolled out to the entire nation: key features

20 NOV 2017

Circular 79 sets out the detailed guidance and regulation on the rollout of the Advanced Technology Service Enterprises tax incentives.

Facilitation payments no longer permissible under Canadian anti-corruption law

16 NOV 2017

Widening the rift between the US, which permits facilitation payments, and the majority of other countries, which prohibit them.

China gets tough on commercial bribery, IP and commercial secrets infringements with significant fines under revised law: 5 key changes

16 NOV 2017

China's revised Anti-Unfair Competition Law expands the scope of commercial bribery offenses and introduces offenses for IP, bribery, commercial secrets and other market conduct-related violations.

Preparing for a payment card data breach: what should businesses do?

15 NOV 2017

In this article, DLA Piper's lawyers consider that there were an estimated 164 million payment cards in use in the UK in 2016 and how, with almost £4 billion being spent using contactless cards alone in April 2017 and new breach notice requirements coming into force soon, those involved (including card brands and merchants) need to consider how to respond to breaches, and potential alternatives to storing card data in the future. Payment card data is a major target of hackers.

Notice and take-down mechanism on Alibaba ecommerce platforms

7 NOV 2017

In August 2017, Alibaba introduced some technological enhancements to its Intellectual Property Protection Platform (IPP), most of which target the IPP's Notice and Take-down Mechanism (Complaint Mechanism). The enhancements are promising, and strengthen the enforcement tools for rightsholders in Alibaba's increasingly important ecommerce ecosystem. However, some key shortcomings remain. These are discussed below, as well as some tips for how the IPP is best used.

Unexpected Human in the Bagging Area: the impact of automation on retail workforces

27 OCT 2017

I suspect most of us have had the experience from time to time - you're looking to buy something a little bit out of the ordinary, and don't really know where to start. Two stories I heard recently neatly illustrate how that can result in both good and bad experiences. One story involves a teetotal friend looking to buy wine for a dinner party. His trip to a specialist vintner was frustrated by a condescending member of staff and resulted in my friend leaving the shop having not made a purchase. In contrast, another friend decided to take up running after being on maternity leave. She visited a running shop, was put at ease but a member of the sales team and left with trainers, clothes and gadgets.

Trade secrets are more important, and trade secret litigation is more common

29 SEP 2017

What do you need to be considering to protect your company in this environment?

Slavery in the supply chain: new corporate reporting obligations for companies

9 DEC 2015

HEALTH, SAFETY AND ENVIRONMENTAL MATTERS SERIES

The UK's Modern Slavery Act 2015 is in force, imposing on companies new reporting requirements and new enforcement powers, including the creation of an Independent Anti-Slavery Commissioner.

Supply chain planning in the post-BEPS era: five questions for MNEs

22 JUL 2015

After BEPS actions are incorporated into OECD documents and local legislation, tax planning opportunities will still exist, but realizing the benefits of tax planning will require a greater emphasis on economic substance. One often-overlooked area of opportunity is tax-efficient supply chain planning.

EVENTS

Previous

TopCo liability panel

25 JUN 2019
London

NEWS

New report finds retail sector leadership diversity deficit will affect future competitiveness

5 JUN 2019

DLA Piper and executive recruitment and diversity consultancy Green Park today launch *The Retail Leadership 700* report, which reveals for the first time the extent of the lack of diversity within the leadership teams of the top US, UK and European retailers.

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 advised on Boscastle sale to Pacific Equity Partners

2 MAY 2018

DLA Piper advised Boscastle Pastries and Foods on its sale to Patties, owned by Pacific Equity Partners.

DLA Piper advises Waterlogic on Billi Group acquisition

30 APR 2018

DLA Piper has advised Waterlogic on its 100% acquisition of Melbourne-headquartered Billi, a leading designer, manufacturer and distributor of boiling, chilled and sparkling filtered drinking water under-the-sink units operating in Australia, the UK and

international markets.

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 advises Fosun to become majority shareholder of Lanvin

23 FEB 2018

DLA Piper has advised Shanghai-based conglomerate Fosun International Limited and its subsidiaries, on the acquisition of a majority stake in French luxury couture house Jeanne Lanvin SAS. Founded in 1889, Lanvin is France's oldest fashion house in continuous operation.

DLA Piper advises China Merchants Group on US\$2.5 billion investment in China's JD.com logistic arm

15 FEB 2018

DLA Piper has advised China Merchants Group (CMG) on its investment in JD Logistics, a subsidiary company of China's largest retailer JD.com.

DLA Piper advises CMH Growth Fund on Ymatou investment

4 DEC 2017

DLA Piper has advised CMH Growth Fund as the lead investor in the Series C financing of Ymatou, a leading e-commerce platform in China.

DLA Piper advises on £71.4m purchase of Bristol distribution centre

24 OCT 2017

Global law firm DLA Piper has acted for a consortium of South Korean institutional investors in their purchase of a long leasehold interest in Tesco's distribution centre at Avonmouth for £71.4 million from NFU Mutual Insurance Society. Other advisers on the buy side included Carey Olsen, Samil PwC, Roebuck Asset Management and SEA Capital.
