



## Concorrência e Antitrust

Understanding global antitrust and competition rules is a necessary and prudent part of any successful business strategy in today's global economy. These laws are complex, but they govern a broad range of business conduct: interaction with competitors; obtaining and maintaining a dominant market position; forming supplier and customer arrangements; participation in trade associations; conduct in joint ventures and corporate mergers and acquisitions. Indeed, these laws have the potential to impact virtually every aspect of a company's business plan and activities in the marketplace.

Whether your company is large or small, if it is considering forming a business alliance, moving into a new market, taking a new tack with its competitors, implementing a new production, marketing or distribution strategy, or growing through corporate development, advice concerning the requirements of antitrust and competition laws is essential. The risks and consequences of non-compliance can be severe.

### CAPABILITES

#### Investigations

Our investigations experience is market leading and diverse. Our lawyers have represented companies in a full range of competition investigations and enforcement actions conducted by, for example, the US DOJ, US FTC, the European Commission, UK Competition and Markets Authority, the Australian ACCC, the French Autorité de la Concurrence, the German Bundeskartellamt, the Austrian Kartellgericht, the Dutch ACM, the Spanish Competition Authority, and the Korean FTC.

#### Counselling

We counsel our clients on national and international competition and antitrust laws, unfair trade practices, prospective acquisitions, price discrimination issues, abuse of dominance and intellectual property issues.

#### Mergers and Acquisitions

### CONTACTOS

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- Fusões e Aquisições
- Merger Control
- Propriedade Intelectual e Tecnologia

- Serviços Financeiros
- Energia
- Hotelaria e Lazer
- Seguros
- Ciências da Vida
- Media, Desporto, Jogos e Entretenimento

We have a strong multi-jurisdictional merger practice that can seamlessly coordinate filings in jurisdictions worldwide.

- Industrials
- Tecnologia

We are able to help clients analyse any potential competition issues, coordinate multijurisdictional merger clearances, represent clients before regulatory agencies, analyse and negotiate potential remedies, deal with in-depth investigations and advise on merger litigation.

## Compliance Audits and Programs

Our experience is diverse and includes representing companies in a full range of competition matters. This diversity in expertise allows us to provide advice to our clients on all areas of competition compliance including auditing existing policies and procedures and enables us to provide clients with commercial and practical solutions. This includes with regards to the implementation of a compliance programme, the provision of training including on raids, or any changes to existing policies and procedures.

## Cartel Enforcement Defence

Criminal cartel enforcement is a top priority of competition Regulatory Authorities and cartel investigations, in particular those with international aspects, are on the rise.

Our team acts regularly for multinational clients and provides a globally coordinated approach in representing client before the regulators and in negotiating resolutions. The team has much experience in assisting client with leniency and amnesty applications and where necessary defends clients through litigation.

## Civil Litigation / Class Actions

Private litigation is fast becoming as important as public regulation as a means of enforcing competition law.

We have considerable experience in advising claimants and defendants in competition based litigation in a number of jurisdictions, and representing clients appealing regulator decisions to the European and domestic Courts.

## Criminal Antitrust Defence

Our team provides criminal defence to clients including in response to raids, managing disclosure, leniency negotiations with Regulators, defence of Criminal Litigation and in relation to Trials and Appeals.

## State Aid

We have a strong track record in State aid work, acting for funding bodies, recipients of aid and those who feel that their interests have been damaged by unlawful aid awarded to their competitors.

## EXPERIENCE

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- Acting for two pharmaceutical companies in separate 'pay for delay' pharmaceutical patent settlements in Europe.
- Represented Church & Dwight in the Church & Dwight v. Mayer Labs antitrust case and related FTC investigation. In granting our summary judgment motion, the California federal judge held that a C&D shelf share discount incentive rebate program involving Trojan condoms did not constitute anti-competitive monopoly behaviour. This is a significant win for the client, who has been engaged in hotly contested litigation for more than four years with competitor Mayer Laboratories. We also convinced the FTC to drop its three year investigation without a consent decree or any conditions and the FTC agreed to destroy all documents.
- Advised Etihad Airways in relation to their equity investment in Air Berlin which required both merger control and regulatory advice, as well as competition law advice in relation to commercial co-operation agreements between the two airlines.
- Advised two of the largest companies in provision of secure electronic payment technologies a complex acquisition. This involved creating cooperation between a number of competition authorities.

- Building a global compliance function with particular emphasis on antitrust, anti-corruption, antimoney laundering, international trade regulation/OFAC, government relations, and privacy/data security for an international insurance and financial services company.
- Representing a global airline in the General Court against the European Commission's air cargo cartel decision, with simultaneous damages litigation in the UK and the Netherlands.
- Advising one of the world's largest freight forwarders in the context of a European Commission cartel investigation and a subsequent appeal to the General Courts. The team successfully secured a significant fine reduction for the client which was being investigated by anti-trust authorities, notably the European Commission and US Department of Justice, following global dawn raids across the industry in 2007.
- Acting for a global airline in complex class action cases currently pending in the US including in the Southern District of New York, Eastern District of New York and the Northern District of California District Courts. The Plaintiffs allege billions of US dollars in damages.
- Advising a Japanese manufacturer of electronic equipment, in multi-district class action antitrust litigation alleging violations of the Sherman Act and state laws in the optical disk drive industry.
- Acting for Pool Corporation and its subsidiaries in a multi-district litigation alleging violations of the antitrust laws in regard to the distribution of swimming pool products and supplies. The case is pending in the United States District Court for the Eastern District of Louisiana and is in the discovery stage.

## INSIGHTS

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### Publicações

#### What's driving the new National Security and Investment Regime

12 December 2021

#### [UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

Episode 1 of our new Podcast series discusses what is driving the new National Security and Investment Regime. What is the political context for the new regime? Who and what is driving the pressure to strengthen investment screening both in the UK and internationally? Sarah Smith, Partner in DLA Piper's Competition practice is joined by Lord Gavin Barwell, Strategic Advisor and former Chief of Staff to Teresa May and Paul Hardy, Head of UK Government Affairs at DLA Piper to discuss the context of the new regime.

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#### Antitrust Matters – September 2021

7 September 2021

#### [ANTITRUST MATTERS](#)

We are pleased to share with you a New Edition of our periodical global publication Antitrust Matters.

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#### Competition and sustainability: the need for further guidance on legitimate cooperation

7 September 2021

#### [ANTITRUST MATTERS](#)

Climate change is one of the most important priorities facing the international community. The increased focus on environmental concerns has incentivized companies to pursue sustainability initiatives. In many instances, cross-industry collaboration is important for such initiatives to succeed.

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## Framing patents as essential facilities in Chinese antitrust: *Ningbo Ketian Magnet Co., Ltd. v. Hitachi Metals*

7 September 2021

### ANTITRUST MATTERS

A Chinese court recently ruled in *Ningbo Ketian Magnet Co., Ltd. v. Hitachi Metals, Ltd.* that a patent-holder's refusal to license patents for producing rare-earth magnets to competitors constituted an abuse of dominance in violation of China's Antimonopoly Law (AML).

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## The challenges of compliance in a modern world: The changing landscape of cartel enforcement

7 September 2021

### ANTITRUST MATTERS

With the rise of technological developments, we also have seen increased risks. In this new digital world, we are creating more data year on year. Data storage, ease of communications (including the use of email and chat), along with the ease of photos and videos means that data volumes are increasing exponentially.

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## The Challenges of Compliance in a Modern World: The Changing Landscape of Cartel Enforcement

25 August 2021

### ANTITRUST MATTERS

With the rise of technological developments, we also have seen increased risks. In this new digital world, we are creating more data year on year. Data storage, ease of communications (including the use of email and chat), along with the ease of photos and videos means that data volumes are increasing exponentially.

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## Caveat Emptor in UK merger control: Record fine highlights the non-filing risks for buyers

24 August 2021

The UK Competition and Markets Authority has imposed its largest ever fine for a single infringement relating to non compliance with an initial enforcement order. Serving as a reminder to buyers of the pitfalls of completing a transaction without first obtaining UK merger clearance.

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## Multi-jurisdiction guide for screening foreign investments

26 May 2021

The aim of this guide is not to substitute proper due diligence and specialized advice when conducting business, it will hopefully help the reader navigate the different FDI regimes. Particularly in this complex context and in view of the proliferation of new regimes, by explaining the key aspects of regimes including main issues to consider, thresholds and proceedings to take into consideration when investing in our globalized world.

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## Representing individuals in interviews – the US perspective

30 March 2021

Determining whether to consent to an interview, and any interview itself, can be pivotal.

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## Expectations for white collar enforcement under the Biden Administration

18 February 2021

Six key areas where the Biden Administration may focus its enforcement efforts.

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### **New antidumping and countervailing duty petition filed against imports of granular polytetrafluoroethylene resin from India and Russia: Consequences for exporters and US importers**

2 February 2021

Key details and implications.

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### **FTC announces annual revisions to HSR Act thresholds**

1 February 2021

For the first time in a number of years, the new thresholds are slightly lower than the previous ones, reflecting a corresponding decrease in the GNP.

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### **Antitrust and unfair competition lawyer John Gibson joins DLA Piper in Los Angeles**

28 January 2021

John Gibson has joined the firm's Litigation and Regulatory practice as a partner in Los Angeles.

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### **Senate approves bill eliminating antitrust exemption for health insurers**

29 December 2020

New antitrust compliance challenges for the health insurance industry.

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### **Antitrust Matters - Special edition**

17 December 2020

#### **ANTITRUST MATTERS**

We are pleased to share with you a Special Edition of our periodical global publication Antitrust Matters.

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### **Competition policy and the Green Deal**

17 December 2020

In October 2020, the Commission published a call for contributions on questions about how competition rules and sustainability policies work together. With this initiative, the Commission followed in the footsteps of several national competition authorities which had already issued guidance on the topic of competition and sustainability.

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## Market Definition Notice

17 December 2020

The public consultation on the 23-year-old Market Definition Notice was launched over the summer of 2020. The objective behind this consultation is to determine whether the Notice is still fit for purpose and if/how it can be improved to better reflect new market developments.

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## New competition tool and ex ante regulation of gatekeeping platforms

17 December 2020

Over the summer of 2020, the European Commission conducted several public consultations, including two interrelated consultations of significant importance to the Commission's digital agenda.

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## White Paper on Foreign Subsidies

17 December 2020

The Commission's White Paper on Foreign Subsidies, which was under public consultation until 23 September 2020, focuses on how to address distortions caused by foreign subsidies in the EU.

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## New antidumping duty petition filed against imports of polyester textured yarn from Indonesia, Malaysia, Thailand, and Vietnam: Consequences for exporters and US importers

2 November 2020

Additional duties can be imposed if the DOC determines that imported goods are dumped and the ITC determines that the domestic industry is materially injured or threatened with such injuries.

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## Cartel Enforcement Global Review 2020

24 September 2020

Since DLA Piper's original review of global cartel enforcement in 2017, competition authorities have further intensified their enforcement activities in relation to horizontal collusion. Our 2020 update provides insights into trends that have emerged around the world.

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## Antitrust Matters

September 2020

### [ANTITRUST MATTERS](#)

We are pleased to share with you a New Edition of our periodical global publication Antitrust Matters.

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## It's all linked: a close look at the EC's proposed Digital Services Act and its moves to protect strategic EU industries

September 2020

The Digital Services Act (DSA) is a legislative package first announced by European Commission President Ursula von der Leyen in the political guidelines back in July 2019 and confirmed in February 2020 in the Commission's communication, Shaping Europe's digital future.

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## South Africa: Asset transactions during COVID-19 and the role of merger control approval

September 2020

### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

The decision by governments to impose restrictions on businesses to slow the spread of coronavirus disease 2019 (COVID-19) has had a severe impact on the global and South African economy.

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## State aid rules in pandemic times: Flexing or bending?

September 2020

### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

As of 27 August, a staggering amount of EUR1.358 billion in State aid measures to be granted by Member States across the EU to tackle the economic impact of the coronavirus outbreak had been approved by the Commission.

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## The 2019 rail franchising litigation - procurement: Legal privilege and a duty to give sufficient reasons

4 August 2020

Mr Justice Stuart-Smith handed down judgment in the 2019 Rail Franchising Litigation, one of the largest and most complex procurement and commercial judicial review claims litigated to date in the UK. In this, our second article, we examine the Court's findings as they relate to legal privilege and the duty to give sufficient reasons.

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## All quiet on the merger front...right? US antitrust agencies issue joint 2020 Vertical Merger Guidelines

6 July 2020

The Guidelines focus heavily on two primary concerns – foreclosure or raising rivals' costs and access to competitively sensitive information.

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## "Now you see it, now you don't": Ephemeral messaging may lead to sanctions

8 June 2020

A recent decision highlights one key risk of ephemeral messaging.

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## Merger control: distressed M&A in the time of COVID-19

19 May 2020

### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

A brief overview of the main elements of the failing firm defense.

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## COVID-19 & Antitrust: How pharmaceutical manufacturers can lawfully cooperate

1 May 2020

### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

On 29 April 2020, the Commission published the full text of the Comfort Letter granted on 8 April 2020 to the pharmaceutical association “Medicines for Europe” that represents a number of pharmaceutical manufacturers throughout Europe.

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### What COVID-19 could mean for the future of the Big Tech investigations

24 April 2020

#### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

Rather than hampering the investigations over the long term, the pandemic may open new lines of inquiry for antitrust investigators.

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### US antitrust enforcers on high alert for collusion in labor markets during COVID-19 pandemic

21 April 2020

#### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

Antitrust enforcers are closely monitoring employer coordination to disadvantage workers.

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### European Commission relaxes State aid rules to counter economic impact of COVID-19

15 April 2020

#### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

On 19 March 2020, the EU’s Competition Commissioner Margrethe Vestager presented the Commission’s “Temporary Framework for State aid measures” to help businesses get access to the liquidity and financial support they require to survive the economic crisis caused by the COVID-19 outbreak

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### Antitrust and Competition: Impact of Coronavirus COVID-19

14 April 2020

#### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

As new national restrictions on free movement of citizens are being imposed every day and a number of other measures are being implemented by governments, the national and EU regulatory landscape is challenging for companies to navigate. In light of the current situation, several competition authorities around the world announced specific points of focus for the coming weeks.

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### Global enforcement priorities in vertical agreements

14 April 2020

This guide looks at Global enforcement priorities in vertical agreements in a number of important jurisdictions and is published in response to a rise in recent enforcement activity relating to vertical restrictions.

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### Impact of COVID-19 on the financial services and insurance sectors

14 April 2020

At the EU level, the European Central Bank (ECB) announced a number of measures to ensure that its directly supervised banks can continue to fund the real economy. European and Belgian regulators have also issued statements and recommendations regarding measures and actions being taken on the COVID-19 pandemic.

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## EU Antitrust Framework for the coordination of essential coronavirus COVID-19 products and services

10 April 2020

### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

On 8 April 2020 the Commission published a Temporary Framework for the antitrust assessment of increased business cooperation between competitors in response to coronavirus COVID-19. The aim is to reduce shortages for essential products and services.

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## Antitrust Matters - April 2020

7 April 2020

### [ANTITRUST MATTERS](#)

We're pleased to share with you a new Edition of our periodical global publication Antitrust Matters.

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## Cooperation and anticompetitive agreements: a fine line in tough times

7 April 2020

### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

Much is being written on coronavirus COVID-19 and the measures that governments are taking across the globe, but companies also need increased guidance to walk the fine line between preserving businesses and complying with the Law, specifically competition law.

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## US Antitrust enforcers issue joint statement on competitor collaboration amid COVID-19 pandemic

27 March 2020

### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

The US Department of Justice and Federal Trade Commission issued a Joint Antitrust Statement Regarding COVID-19, in which they announced an expedited procedure for evaluating proposed collaborations among competitors and other businesses working to address the pandemic.

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## Coronavirus: Competition and regulatory measures in Ireland

25 March 2020

### [ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

An unprecedented challenge calls for unprecedented measures. The competition and regulatory world has reacted rapidly to the challenge of COVID-19 with bold legal solutions. We discuss how EU and Irish regulators are responding with support for business, exploring the relaxation of competition laws and adopting temporary measures for merger review.

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## Coronavirus (COVID-19): ten practical steps for global employers, right now (Global)

13 March 2020

These steps are not based on laws of any one jurisdiction but rather are designed to provide a global employer with themes to consider, understanding that what may be suitable for each employer may vary greatly depending on the employer's unique circumstances.

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## FTC comments and workshop reinforce increased focus on vertical mergers

13 March 2020

Vertical mergers are in the crosshairs.

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## FTC issues 6(b) orders to tech companies – healthcare companies could be next

14 February 2020

The agency seeks information on unreported acquisitions with the goal of deepening its understanding of the competitive tech sector landscape.

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## FTC announces annual revisions to HSR Act thresholds

28 January 2020

The new thresholds will affect all transactions closing after the effective date.

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## Preventive Medicine: Official “Antimonopoly Compliance Guidelines for Business Operators” in China

10 December 2019

On 28 November 2019, the State Administration of Market Regulation (SAMR) released for public comment draft “Anti-Monopoly Compliance Guidelines for Operators” (the “Draft Guidelines”). These non-binding guidelines recommend measures for “business operators” subject to the Antimonopoly Law (AML) to develop and implement antitrust compliance programmes. The Draft Guidelines integrate prevailing best practices for international compliance programmes, while reflecting the unique challenges of antitrust risk management in China.

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## Big or small, it's all hardball: merger enforcement actions *below* the HSR threshold - top ten tips in non-reportable transactions

23 JUN 2014

No anti-competitive deal is immune from challenge, even if it is small - 10 important points to keep in mind in M&A transactions

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## A new test for Mexico’s structural changes: antitrust reform – key points in one chart

16 JUN 2014

This entirely new framework should be carefully analyzed by investors in structuring their Mexico-related M&A transactions and managing their existing operations

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## Hong Kong Competition Ordinance implementation update

26 NOV 2012

On 23 November 2012, the Hong Kong Legislative Council (LegCo) gazetted the Competition Ordinance (Commencement) Notice

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(Notice), which announced that certain provisions in the 14 June 2012 Competition Ordinance (Cap 619) will come into effect during 2013.

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## NOTÍCIAS

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### **DLA Piper partner John Gibson named to the *Daily Journal*'s 2021 Top Antitrust Lawyers list**

22 November 2021

DLA Piper is pleased to announce that partner John Gibson was named to the *Daily Journals* 2021 Top Antitrust Lawyers list honoring the top attorneys across the state of California who have made significant contributions in antitrust law.

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### **DLA Piper lawyers and practices ranked in *Chambers Latin America* 2022**

30 August 2021

DLA Piper today announced that the firm received 38 individual lawyer rankings and 15 firm rankings in the *Chambers Latin America* 2022 guide.

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### **DLA Piper strengthens Antitrust and Competition offering in Russia with new partner hire**

5 August 2021

DLA Piper has appointed Denis Gavrilov as a partner in the Moscow office and Head of the Antitrust and Competition practice in Russia. Denis joins the firm from Egorov, Puginsky, Afanasiev and Partners, together with senior associate Karin Ovakimyan.

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### **Sofía O’Ryan joins DLA Piper’s Antitrust practice in Chile**

22 October 2020

DLA Piper announced today that Sofía O’Ryan has joined the firm as a counsel in the Antitrust practice in Chile.

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### **DLA Piper advises Heidelberger Druckmaschinen on the sale of MIS software provider CERM**

6 August 2020

DLA Piper has advised Heidelberger Druckmaschinen AG (Heidelberg) on the sale of CERM, a global provider of Management Information System (MIS) software for the printing industry, in a Management Buyout (MBO).

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### **DLA Piper lawyers and practices ranked in latest Chambers edition**

8 May 2020

DLA Piper today announced that the firm received 172 lawyer rankings and 71 practice rankings in *Chambers USA*'s 2020 guide.

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