

Commercial



“They have good experience across the board and they’re responsive and prompt..”

Chambers UK 2016

Core strengths

We are one of the few international law firms with a dedicated commercial law practice, comprising over 80 lawyers and sector analysts. We are involved in virtually all aspects of business relations, both domestic and international. We provide practical advice and assistance from strategic planning of transactions to dealing with negotiation and implementation of contracts and contract management.

We have particular experience in a number of industry sectors notably consumer products, TMT, energy & infrastructure, life sciences, and retail finance.

Our services

We are able to cover the full range of commercial matters including:

- Joint ventures and strategic partnerships
- Manufacturing, licensing, development and exploitation agreements
- Supply and services agreements
- Logistics
- Distributorship, agency (including EU commercial agents regulations) and franchise agreements
- Standard terms and conditions of supply, purchase and reseller arrangements
- Sales, marketing, advertising and promotion agreements
- Factoring and trade receivables and supply chain finance
- Outsourcing and facilities management
- Consumer law, including product safety, product liability, labelling and food law
- Consumer finance regulatory advice, including credit card and loyalty card arrangements
- Competition law
- Pan-European/global product recalls and notifications
- Data protection, privacy and marketing
- Sponsorship arrangements

“They have the ability to filter their legal advice through a commercial prism.”

Chambers 2015

“Their contacts within the industry and regulators can make things happen and they also have coverage across the globe which can be managed from London.”

Chambers 2015

Expertise in practice

Barclays Bank

- advising on a contract with IBM relating to Barclays' credit process and risk platform

Barclaycard

- advising on various white label credit card arrangements including with Home Retail Group and BSKyB

C. Meijer B.V.

- advising on seed potato licensing agreements and supply agreements

Haier

- advising Haier, a major Chinese manufacturer of household electrical appliances, on a joint venture in Spain

HMV

- advising on its joint venture agreement with MAMA Group plc and its ticketing agreement (over the counter and online sales) with MAMA

InBev SA

- advising on the outsourcing of its UK secondary distribution function to Tradetean, a joint venture between Exel and Coors Brewers
- advising on brewing, distribution, material supply and logistics agreements
- advising on food labelling, product safety (including recall of its Stella Artois and Castlemaine stubbies) and sales promotion

MBNA

- providing advice on the Payment Services Regulations 2009

Morgan Stanley

- advising on the structuring and implementation of a multi-jurisdictional trade receivables platform

New Look

- advising on the structuring and implementation of its store card

Nufcor

- advising Nufcor, a uranium supplier and trader, on its loan, distribution and marketing agreements

Ofgem

- advice, negotiation and drafting of the outsourcing of its metrology function to SGS and the subsequent amendment and extension thereof

Olympus Optical

- advising on its group reorganisation and a wide range of manufacturing, product licensing, sponsorship, sale and distribution issues for their camera and healthcare products

Refresco

- advising on standard terms of manufacturing agreements

RePay

- advising on its negotiations with a US financial institution for the launch of a carbon offset credit card

SanDisk

- consumer regulatory advice on various advertisements and product labelling issues for their electronic goods

Thetford

- advising on and drafting standard terms of purchase agreements

United Biscuits

- advising its Dutch subsidiary on all issues relating to the operations of its plant

US based cosmetics company

- advising on various aspects of distribution agreements in the UAE including labelling requirements

Various

- advising on commercial agency agreements and terminations and appointments of key local agents

Key international contacts

Key contact biographies can be viewed at simmons-simmons.com

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