



Consumer  
Goods and  
Retail

“They’re very thorough and the attention to detail is high.”  
Chambers 2015

## Core strengths

Our retail and consumer goods practice provides essential legal services throughout the lifecycle of products, from concept to sale and disposal. We advise on the interrelationships between those concerned with the design, creation, manufacture and delivery of products as well as with their consumers. Our multi-disciplinary experience enables us to provide domestic and international clients with round-the-clock support on matters critical to their business.

“They are very proactive and very good at distilling relevant issues.”

Chambers 2015

## Our services

### Commercial

- Documenting the contractual matrix and understanding consumer law issues is vital at all stages in the manufacturing and supply chain. Our experience includes outsourcing, JVs and strategic partnering, and manufacturing, licensing, development, innovation and exploitation, distribution, agency, franchise and logistics.

### Commercial property

- We have long-standing experience in the sector, including unsurpassed expertise in non-food, out-of-town superstores – we have dealt with the development and leasing of over 300 stores.

### Competition

- Our experience ranges from merger control to general advisory work, including assistance with devising and implementing competition compliance programmes, through to contentious work, including assistance throughout investigations by the competition law authorities and litigation before the civil courts.

### Consumer protection

- We have a proven track record of advising on consumer protection regulatory and compliance issues, including consumer credit and retail finance, product safety, product liability, food law, labelling law, trade descriptions, advertising, marketing and promotions.

### Corporate

- We offer a full range of corporate, corporate finance and banking services, including advice on all types of equity/debt fund-raising, financial services, financial facilities and restructurings, as well as mergers, acquisitions, disposals and strategic JVs.

### Intellectual property

- Our expertise covers all aspects of contentious and non-contentious intellectual property, including trade marks, know-how and confidential information, copyright, designs and patents. We also assist clients with the international protection of their inventions, brands and commercial and creative designs.

### IT, ecommerce and media

- We advise on all IT, ecommerce, telecommunications and marketing issues relating to the manufacture and sale of consumer goods. This includes hardware manufacture, software development and licensing, website terms and conditions, privacy policies and data protection issues and IT procurement and outsourcing.

### Product liability and product safety

- We provide a full range of product liability/safety services, including insurance advice, risk assessment, advice on packaging, instructions, product labelling and warnings, product recall procedures and managing all aspects of the defence or prosecution of claims, including high-profile multiparty litigation.

### Tax and employee benefits

- Our tax team advises on corporate and individual taxes, stamp duty, VAT, customs and excise duties. We also advise on employee taxes, benefits, pensions and share schemes.

## Expertise in practice

### Cadbury Schweppes

- acting in several jurisdictions on a number of matters, including the acquisition in the UK by Trebor Bassett of Kernels Snack Products Ltd, the popcorn manufacturer

### Dometic AB

- advising this global leader in the minibar refrigerator business, on legal issues relating to operating in the People's Republic of China

### French food manufacturers

- advising on labelling and comparative advertising issues for one of the major French pasta manufacturers
- advising on restrictions on the use of supplements and minerals in food products for athletes

### Halfords

- advising Halfords in relation to the acquisition and development of its out-of-town retail portfolio, in excess of 350 superstores

### HMV

- advising on an agreement with Microsoft for the development of HMV's online jukebox allowing HMV customers to find, buy, enjoy and manage their music online
- advising on a joint venture with MAMA Group plc and a ticketing agreement (over the counter and online sales) with MAMA

### Hugo Boss

- assisting in the protection of its famous stable of brands, such as Boss, Hugo and Baldessarini, against counterfeiting, importation of grey goods and the dilution of the exclusivity

and distinctiveness of the brands

### InBev SA

- advising on the outsourcing of its UK secondary distribution function to Tradeteam, a joint venture between Exel and Coors Brewers.
- advising on brewing, distribution, material supply and logistics agreements, and food labelling, product safety and sales promotion
- advising on a UK-wide recall of two leading brands of beer and on subsequent claims against the supplier

### La Chemise Lacoste

- advising in relation to their anti-counterfeiting campaign in Hong Kong and China. We also advise on Lacoste's prosecution work in trade mark and design matters in Hong Kong and have filed a series of oppositions to pre-empt dilution of the "crocodile" device

### LG.Philips LCD Co

- assisted one of the world's biggest producers of flat panel displays, in relation to patent litigation relating to LCD monitors

### Mobile phone manufacturer

- advising a mobile phone manufacturer on a proposed product recall and on claims arising from allegedly defective phones.

### New Look

- advising on the structuring and implementation on its storecard

### Next

- advising on innovative incentive arrangements for its senior executives

### Olympus Optical

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

### Reebok International Ltd

- advising on a range of trade mark matters and connected issues, including anti-counterfeiting, parallel imports, clearance and protection of trade marks and advertising and promotional issues

### Sanyo

- providing international antitrust advice in relation to the acquisition of a majority stake in Japanese battery manufacturer GS Melcotec Co. including securing merger clearance from the Japanese authority

### Starbucks

- advising on a wide range of matters and specifically with regard to its joint venture with KarstadtCoffee and the subsequent acquisition of KarstadtQuelle's interest

### US entertainment company

- acting for a leading US global entertainment company on its pan-European food and consumer products policy

"They are very responsive and they have taken the time to understand our business"

Chambers 2016

## Key international contacts

Key contact biographies can be viewed at [simmons-simmons.com](http://simmons-simmons.com)

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