

Richard Welfare

Partner
London

Biography

Richard Welfare focuses on regulatory compliance work within the Commercial Law practice area.

Richard works with manufacturing companies to ensure that they comply with legislation and regulatory frameworks, including requirements governing product composition, labeling, packaging and claims, rules relating to advertising and marketing campaigns and other key considerations when launching a product in the EU/UK. Richard has helped clients resolve issues with UK enforcement authorities, including Trading Standards, the ASA (Advertising), MHRA (Medical Devices) and the FSA (Food).

Richard has worked with in-house counsel and corporate affairs teams to design and implement public affairs programs and targeted communication strategies, and has worked with companies to design safety programs, following safety or product quality crises.

Richard advises clients on the contracting arrangements, providing commercial support to in-house teams. He works on a variety of contracts including those for supply, co-manufacturing, distribution, logistics, warehousing, agency and general trading terms. Richard also represents companies in the appointment of celebrities for advertising or



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Languages

English

Practices

Commercial

Complex Contracting

Food Law

Gaming Law

Health Law

Marketing and Advertising

Pharmaceuticals and Biotechnology
Regulatory

Consumer Law

endorsement campaigns and major sponsorship opportunities.

Representative experience

Advised a dairy manufacturer on the launch of an innovative product onto the UK market.

Advised a multinational corporation on its sponsorship of national football teams and associated marketing rights.

Advised a producer of a medical device on compliance with UK advertising rules and routes to market issues.

Negotiated a series of celebrity endorsement agreements on behalf of a luxury fashion brand.

Negotiated a variety of commercial contracts (including supply, distribution, logistics, warehousing and co-manufacturing) for a international food manufacturer

Represented a fruit juice manufacturer on compliance with EU Nutrition and Health Claims legislation.

Represented a global food manufacturer on regulatory compliance issues (including packaging, labelling, composition and claims) for its chocolate, food, pet food and drinks brands.

Represented the British Paralympics Association on its negotiation of sponsorship agreements with key partners.

Awards and rankings

- Commercial 2016, *Chambers*, 2016
- Advertising and Marketing, *Legal 500*, 2016
- Product Liability, *Chambers*, 2016

Latest thinking and events

- News

Industries

Life Sciences and Health Care

Consumer

Areas of focus

Product Compliance

Advertising and Copy Clearance

Agency and Distribution

Broadband, Internet, and E-commerce

Electronics and Consumer Appliances

False Advertising and Unfair Competition

Fashion and Luxury Brands

Food and Beverages

Legislation

Manufacturing

Medical Devices

Outsourcing

Personality Rights

Pharmaceuticals and Biotechnology

Regular Contracts and Business Issues

Regulated Industries and Utilities

Retail and Consumer Goods

Sales Promotions

Sponsorship

Technology Contracts

International Regulatory Compliance

- Soft Drinks Industry Levy ("SDIL") – How We Can Help You
- Hogan Lovells Publications
 - Consumer Horizons 2019
- Press Releases
 - Hogan Lovells announces 10 GB Para-athletes awarded 2018 -19 bursary
- Hogan Lovells Publications
 - Brexit snapshot: Food & Beverage
- Hogan Lovells Publications
 - Product Lifecycle Analysis Tool (PLAN)
- Analysis
 - AI and Your Business: A Guide for Navigating Legal, Policy, Commercial, & Strategic Challenges Ahead

Education and admissions

Education

Legal Professional Course (Commendation), London, 1994

Common Professional Examination, London, 1993

Modern History, King's College London, 1991

Accolades

'He has significant expertise in marketing and advertising-related commercial contracts',

Chambers

'a pleasure to work with. His advice is clear, concise and practical'

Chambers

'has a get the job done mentality'

Legal 500
