

Retail and Consumer Goods

From e-commerce startups to international brick-and-mortar retailers, we click with clients in this space.

The realm of retail and consumer goods is perhaps one of the most globally influential industries today. And that is precisely why the Hogan Lovells Retail and Consumer Goods team works to protect your hard-earned market position. Our lawyers have their finger on the pulse of current market conditions and what they mean for our clients.

We build strategic relationships to help you throughout all stages of the business lifecycle – from advising on product development and complex transactions to guiding you through e-commerce establishments and the digital world. Our team delivers innovative and practical solutions to help you with everyday challenges.

Representative experience

Arranging supply and distribution agreement on behalf of Fast Retailing with respect to brick-and-mortar and online sales of J Brand Jeans in various geographies worldwide.

Advising a global retail company on employment agreements, employee and HR policies, standard terms, and conditions as part of a wider due diligence exercise.

Managing H&M's trade mark portfolio in China and Hong Kong and advising on a series of brand protection actions in China, including cross investigations, warning letters, administrative raid actions, and civil actions.

Contacts

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Industries

Consumer

Advising a major Russian consumer product company on the potential FCPA exposure in connection with its financing practices.

Walmart on its growth requirements across Mexico, including 39 projects for the establishment of Wal-Mart's stores across the country.

Advising a leading luxury e-commerce website on all customer-facing terms and conditions and commercial agreements with vendors, including providing counsel on litigation risks associated therewith.

Representing an online retailer in the UK appeal in relation to the use of trademarks as search terms in its online search function.

Advising PayPal on a US\$125 m investment into Pine Labs, India's largest retail payment platform, alongside Temasek (the sovereign wealth fund of the Singapore government).

Representing an international hair care company in a trademark infringement lawsuit filed against the company's co-founder referring to an infringement of a trademark in an Instagram post.

Advising a leading French mass-retail group in relation to the restructuring of its activities.

Latest thinking and events

News

Higher Regional Court of Karlsruhe: Links hidden as "tap tags" are to be labelled as advertising

Sponsorships and Speaking Engagements

National Advertising Division (NAD) 2020 Annual Conference

Webinar

Influencer Snapshot webinar series: Influencers around the world

Hogan Lovells Publications

Doing business – Consumer sector

Hogan Lovells Publications

Doing business in Vietnam: Consumer sector

Sponsorships and Speaking Engagements

Luxury Law Summit Europe