

## Serafima Pankratova

Senior Associate

Moscow

### Biography

As a senior associate in our Corporate/Commercial group Serafima Pankratova focuses on employment, contractual and regulatory matters. She brings extensive experience in business, contractual and regulatory matters in various industry sectors including travel, media, energy, technology, hardware and software, retail, financial services, automobiles and others.

Serafima demonstrates a profound knowledge and legal sense in all aspects of employment law, including executives incentives, business transfers, sensitive employment terminations and outsourcing arrangements.

### Representative experience

Advising one of the biggest multi-brand US clothing company on corporate governance matters and employees share plans and incentive arrangements.

Advising international publishing house in relation to restructuring of business in Russia in view of the new Russian media regulations including regulatory and employment.

Advising Kodak Pension Plan on Russian part of Kodak's chapter 11/transfer of businesses under Kodak Alaris, including employment, commercial, regulatory advice,



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### Languages

English  
French  
Russian

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### Practices

Business Restructuring and  
Insolvency

Commercial

Communications, Internet, and  
Media

Complex Contracting

Consumer Law

Corporate

Corporate Governance

including closure in Russia.

Advising former CEO of The Otis Group of Companies in Russia, world's largest manufacturer of lifts; subsidiary of United Technologies Corporation (UTC), on employment termination.

Advising eBay and PayPal on various day-to-day employment matters in Russia.

Advising Marriott Group, world's leading hotel management company, on corporate, employment, registration, and regulatory matters regarding establishment, management, and operation of hotels in Russian regions.

Advising Kingfisher on various corporate governance and employment related matters.

Advising Texas Instruments International (U.S.A.) on various day-to-day employment matters in Russia.

Advising MSC Software GmbH, the leading global provider of integrated enterprise simulation solutions, on employment termination matters in the Russian subsidiary.

Advising If P&C Insurance Company Ltd. on various employment matters related to the restructuring and closure of the business in Russia.

Advising Mitsubishi Corporation on various contractual matters related to their operations in Russia.

Advising HBS (Host Broadcast Services), the exclusive broadcaster of FIFA, on corporate structuring in relation to 2018 FIFA World Cup and 2017 FIFA Confederations Cup

## Awards and rankings

- The Best Lawyers in Russia, Regulatory Practice, *Best Lawyers*, 2020

Education

Employment

Executive Compensation, Employee Benefits, and Share Incentives

Food Law

Gaming Law

Immigration

Insurance

Marketing and Advertising

Medical Device and Technology Regulatory

Pensions

Privacy and Cybersecurity

Products Law

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## Industries

Aerospace, Defense, and Government Services

Automotive and Mobility

Consumer

Education

Financial Institutions

Insurance

Life Sciences and Health Care

TMT

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## Areas of focus

Advertising and Copy Clearance

Agency Investigations

Anti-money Laundering

Broadband, Internet, and

- Industry Focus: TMT, Next Generation, *Legal 500 EMEA*, 2018-2019

## Latest thinking and events

- Hogan Lovells Publications
  - Russian consumer protection regulation: electronic equipment sold in Russia will need to have pre-installed Russian software
- Hogan Lovells Publications
  - Online sale of pharmaceuticals in Russia remains prohibited and lawmakers are yet to pass the bill allowing online sales
- News
  - Russia lawmakers mull draft bill to permit online pharmaceutical sales
- Hogan Lovells Publications
  - Russian Supreme Court unified the approach to the definition of the Russian territory for the purposes of e-commerce

E-commerce

Pension Issues Connected With Business Critical Reorganizations

Commodities Trading

Compensation Committee

Consumer Product Safety Regulation

Corporate and Commercial Transactions

Corporate Group Structures

Consumer Protection and Privacy

Cross-border Restructuring and Insolvency

Dawn Raids

Defined Contribution Schemes

False Advertising and Unfair Competition

Fashion and Luxury Brands

Food and Beverages

Food Advertising and Regulation

Food Recalls

Hotels and Leisure

Insurance and Reinsurance Arrangements and Finance

Labor and Employment Matters in Education Institutions

Management Incentive Plans

Management Teams

Manufacturing

Medical Devices

Medical Foods and Dietary Supplements

Oil and Gas: Refinery and

Petrochemical Projects

Oil and Gas: Supply, Marketing, and Trading

Operation and Maintenance, Facilities Management, Services and Commercial

Outsourcing

Power: Nuclear Power

Product Compliance

Product Litigation

Regular Contracts and Business Issues

Retail and Consumer Goods

Sales Promotions

Sanctions

Technology Contracts

Workplace Privacy

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## Education and admissions

### Education

Law degree, with honors, Moscow State Institute of International Relations (MGIMO-University), 2007

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