

## Dr. Florian Unseld, LL.M. (Sydney)

Partner  
Munich

### Biography

Florian Unseld has his finger on the pulse of your operative business. Whether it is about implementing innovative procurement or distribution ideas, entering into new markets, redefining operative processes or legally designing other commercial ideas – Florian finds economic, pragmatic and creative solutions for you. He advises particularly in the consumer goods, industrial goods and logistics sectors.

Florian helps with all questions of national and international trade, distribution and consumer protection law, often at the interface to the IT and IP areas. He drafts and negotiates commercial contracts and represents legal interests, for example in the areas of procurement and sales, distribution, cooperation, research and development, marketing, licensing and outsourcing. In addition, he advises on related regulatory matters and in transactions.

Florian works in the commercial and regulatory practice area, after he worked in the IPMT group of Hogan Lovells from 2007 to 2011. Since 2018 Legal 500 Germany lists him as a "Name of the next Generation – Distribution and Trade Law". During a secondment, Florian worked in the legal department of a global technology company. In the course of his legal



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### Languages

English  
German

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### Practices

Commercial  
Complex Contracting  
International Trade and Investment  
Mergers and Acquisitions

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### Industries

Aerospace and Defense  
Automotive  
Consumer

education, he gained international experience in England and Wales, the U.S. and Australia.

## Representative experience

Advising a global manufacturer of consumer goods on the introduction of innovative, global distribution systems and the drafting of the model contract portfolio therefor.

Advising a global luxury goods company on all questions of distribution law, including the drafting and negotiation of commercial contracts.

Advising a global consumer goods company on an launch of an innovative online 3D printing services in countries worldwide, including the draft of relevant contractual documents and regulatory advice

Advising a consumer goods company on the structuring and design of its purchasing and sales structure and on regulatory requirements within the framework of a franchise system.

Advising an automotive OEM on a roll out of connectivity services in over 40 jurisdictions, including advice distribution systems and contracts drafting, consumer protection law and regulatory issues.

Drafting of a model contract portfolio (NDA, Lol, Development Contract, Frame Sales Agreement, T&C's) for a global premium automotive OEM.

Advising a global vehicle manufacturer on the outsourcing of a business unit as part of a joint venture, in particular with regard to the drafting and negotiation of commercial contracts.

Advising a chemical company with respect to the drafting and negotiation of a high volume contract for the procurement of raw materials with a Brazilian supplier.

## Awards and rankings

Diversified Industrials

Energy and Natural Resources

Technology & Telecoms

Private Capital

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## Areas of focus

Agency and Distribution

Broadband, Internet, and E-commerce

Fashion and Luxury Brands

Food and Beverages

IP Licensing, Commercialization, and Technology Transfer

Logistics

Manufacturing

Procurement

Regular Contracts and Business Issues

Retail and Consumer Goods

Sales Promotions

Sanctions

Technology Contracts

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## Education and admissions

- Name of the next generation - Trade, Distribution, Logistics, *Legal 500 Germany*, 2018 – 2021
- Recommended Lawyer for Contract Law, *kanzleimonitor*, 2019/2020
- Often Recommended Lawyer for Distribution/Trade /Logistics, *JUVE handbook*, 2020/2021

## Latest thinking and events

- Hogan Lovells Publications
  - Key perspectives for a virtual holiday shopping season
- Hogan Lovells Publications
  - Doing business – Consumer sector
- Webinar
  - COVID-19-Challenges for supply chains in international business relationships: An Indo-German perspective
- Hogan Lovells Publications
  - Top 5 questions from Germany on COVID-19, contracts, and supply chains
- Press Releases
  - Hogan Lovells and Greenberg Traurig advise on the acquisition of Macquarie Europe Rail's rolling stock leasing business by Akiem Group
- Hogan Lovells Publications
  - The holiday shopping rush is here – Eight things retailers need to know this season *Consumer Alert*

## Education

Cardiff University

LMU Munich (Ludwig-Maximilians-Universität München)

University of Konstanz

University of Sydney

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## Memberships

Deutsche Gesellschaft für Vertriebsrecht e.V. (German Association for Distribution Law)

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