

## THE COMPLETE PALETTE: WELL TAILORED CONTRACTS

In an inherently uncertain world, we bring clients the certainty and protection they need in their commercial agreements.



Contracts form the backbone of brands and retail businesses. Formalising your principal trading contracts with manufacturers, distributors, agents and other partners gives certainty and assists in managing your key relationships. Our lawyers cover the full range of expertise – reviewing, interpreting, drafting and negotiating a wide variety of contracts.

- ▶ Brands use a variety of business models. Some use distributors or agents, while for others franchises or concessions may be the right choice.
- ▶ The **sourcing and manufacturing of products** often takes place overseas. Often these relationships have developed over a number of years and may not be formalised.
- ▶ **Customers expect brands to be multi-channel**. Online, in-store, in-app, on-phone, in the cloud and social media presences are key to success but need to have the right agreements, consents and policies in place.
- ▶ **Day to day business** requires agreements with a broad range of different **service providers**, including business process outsourcing, information systems, facilities management, warehousing and logistics.
- ▶ With **Brexit** on the horizon some commercial agreements may require review and updating to ensure that they remain fit for purpose.
- ▶ A robust IT infrastructure is a key part of any business. We have extensive experience in drafting and negotiating contracts for IT platforms and major system implementation and integration projects.
- ▶ Both online and offline, the right **terms and conditions** can protect your position when supplying to third parties and set out each of your rights.
- ▶ Relationships with the right "**influencers**" allow brands and retailers to boost their sales through association. We have significant experience advising on **endorsement** and **sponsorship** agreements.
- ▶ Intellectual Property is a valuable asset for Fashion & Beauty businesses. When looking at expansion into **new product areas**, for example fragrance, footwear or accessories some brands opt for a **licensing** arrangement.

*The team has notable retail and consumer sector expertise, and is particularly experienced at handling brand and design disputes.*

## How we can help

<ul style="list-style-type: none"><li>▶ Advising on cross-border trade issues</li><li>▶ Advising on different distribution models (exclusive/ selective distribution, franchise, agency)</li><li>▶ IP Licensing</li><li>▶ Product and service supply agreements (terms and conditions, online policies)</li></ul>	<ul style="list-style-type: none"><li>▶ Bespoke commercial agreements</li><li>▶ Contract maintenance</li><li>▶ Sponsorship and endorsement</li><li>▶ Sourcing and manufacturing</li></ul>
ADDED VALUE	MANAGING COSTS
<ul style="list-style-type: none"><li>▶ Market intelligence on new developments</li><li>▶ Dedicated retail &amp; consumer sector hub including bespoke training and seminars; sharing industry knowhow and market practices</li></ul>	<ul style="list-style-type: none"><li>▶ Competitive fee proposals</li><li>▶ Use of our embedded Transaction Services Team of over 100 paralegals</li><li>▶ Development of standard precedents and approaches</li><li>▶ Sharing industry know-how and market practices</li></ul>

## Who we've helped

Our team has experience of advising a range of leading retail businesses in relation to their commercial contracts needs. Clients include [Sainsbury's](#), [Ted Baker](#), [TJX Europe](#), [The Hut Group](#) and [PZ Cussons](#).

## Who to contact

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