

## Commercial

Practical, informed, insightful.

Your business. Our experience in how businesses really work; their strengths, weaknesses, opportunities, and threats, enables us to give you practical, commercially relevant advice.

Your industry. Informed by our knowledge of regulators, suppliers, and customers, we help you develop the right business model, foster strategic relationships, navigate complex regulation, manage risks, and address challenges your business faces every day.

Your world. Relationships, not just transactions, enable us to understand your strengths, weaknesses, opportunities, and threats so we can provide real insight.

We help with:

- Strategies: Identifying the key issues and developing the right approach.
- Relationships: Joint ventures, outsourcings, major contracts.
- Structures: Operating structures, procurement, sales, and distribution networks.
- Security: Risk management and regulatory compliance, assessments and audits, policies and procedures.
- Stepping up: Practical help with operational issues as they arise.

Hogan Lovells. Delivering as a single team — local, regional, and global — your success is our success.

## Key contacts

Peter Watts,  
London

Dr. Patrick Ayad, M.Jur.  
(Oxford),  
Munich

Mark Parsons,  
Hong Kong

Kelly Tubman Hardy,  
Washington, D.C.

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## Areas of focus

IP Rights in Transactions

Technology Contracts

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## Related practices

Complex Contracting

Consumer Law

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## Awards and rankings

- Band 1 for Commercial Contracts, Global-wide, *Chambers Global*, 2018
- Band 1 for Commercial Contracts, *Chambers UK*, 2018
- Band 1 for Commercial Contracts, Germany, *Chambers Europe*, 2018
- Ranked Tier 1 for Commercial Contracts, *Legal 500 UK*, 2017
- Tier 1 for Commercial Contracts, *The Legal 500 UK*, 2017
- Tier 1 for Trade and Distribution Law, *Legal 500*, 2017
- Tier 1 for Distribution, Trade, and Logistics, *JUVE Handbook*, 2016/2017
- Firm of the Year for Corporate and Commercial, *The Legal 500 UK*, 2016

## Latest thinking and events

### Blog Post

Green light for therapeutic cannabis experiment in France

### Events

Africa Forum London 2019

### Hogan Lovells Publications

International Products Law Review

### Hogan Lovells Publications

TMT Horizons 2019

### Events

Webinar: Reviewing vertical competition rules for the digital age - what's at stake?

### Hogan Lovells Publications

Legal and Financial Risk Newsletter – May 2019