

## **Annika Wulf, LL.B.**

Counsel

Hamburg

### **Biography**

Annika Wulf focuses her practice on product-related regulatory requirements and product compliance issues as well as on all matters of contract, commercial and distribution law.

Annika helps clients to successfully navigate the complex regulatory frameworks applicable to their products. In particular, she advises on relevant European market entry requirements, product compliance, responsibilities in the supply chain, product-related labelling requirements and marketing strategies. She also advises on consumer protection and sustainability issues (ESG).

Further, Annika assists clients in drafting and negotiating individual commercial contracts, in particular supply agreements, service agreements, franchise agreements, media agency agreements, or general terms and conditions. She also helps her clients design compliant online shops.

Annika studied law at Bucerius Law School in Hamburg and Cornell Law School in the U.S. During her legal clerkship at the Higher Regional Court of Hamburg she worked, inter alia, for our office in Hamburg and in the legal department of a leading international consumer goods company. In 2019 she was seconded to our office in London.

### **Representative experience**

Advising online retailers on the implementation of new



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### **Practices**

Strategic Operations,  
Agreements and Regulation

Commercial

Commercial Litigation

Complex Contracting

Food Law

Marketing and Advertising

Products Law

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### **Industries**

Consumer

Life Sciences and Health Care

Manufacturing and Industrials

Technology and Telecoms

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digital business models, including drafting cooperation agreements, advising on e-commerce, and regulatory information and labelling requirements

Contract design and negotiations for redesign of the distribution system of a leading toy manufacturer

Advising international companies on future-oriented regulatory issues in the field of green marketing and upcoming consumer protection regulations

Strategic advice to Schwartauer Werke on product labelling for jam and cereal products, representation in regulatory and court proceedings

Advising a leading German car manufacturer on a global agreement with a media agency for its most important brands in more than 25 countries

Advising on the regulatory requirements for cannabis and CBD in consumer products (in particular food and cosmetics)

Advising an international manufacturer of IT equipment on regulations and certification processes for critical components in telecommunications networks, especially 5G network components

## Latest thinking and events

### ■ News

- Getting the Deal Through – Luxury and Fashion 2023

### ■ Press releases

- Hogan Lovells advises British American Tobacco Group on investment in Sanity Group

## Areas of focus

Agency and Distribution

Consumer Product Safety Regulation

Cosmetics and Personal Care Products

Electronics and Consumer Appliances

Engineering, Procurement, Construction, and Supply Chain

Fashion and Luxury Brands

Food and Beverages

Food Advertising and Regulation

False Advertising and Unfair Competition

Food Compliance and Enforcement

Food Legislation and Regulatory Policy Development

Food Recalls

International Regulatory Compliance

Licensing and Commercial Transactions

Manufacturing

Medical Foods and Dietary Supplements

Procurement

Product Approvals and Dispute Resolution

Product Compliance

Product Development and Approval

Product Litigation

Outsourcing

Regular Contracts and Business  
Issues

Regulated Industries and  
Utilities

Regulatory Due Diligence

Retail and Consumer Goods

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## **Education and admissions**

### **Education**

Second State Exam in Law,  
Higher Regional Court of  
Hamburg, 2018

First State Exam in Law,  
Bucerius Law School, 2016

LL.B., Bucerius Law School, 2014

Study Abroad, Cornell Law  
School, 2011

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