

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

Partner

Munich

Dusseldorf

### Biography

Florian Unseld has his finger on the pulse of your operational business needs. Whether it's developing new markets, implementing strategic projects, designing purchasing, logistics or distribution structures, launching an e-commerce offer, introducing AI solutions or realising sustainability objectives (ESG), he will find cost-effective, pragmatic and creative solutions for you. In particular, he advises in the areas of consumer goods, mobility & logistics, industrial goods as well as services.

Florian Unseld provides legal advice to suppliers, purchasers and other stakeholders along the entire value chain regarding issues of national and international commercial and distribution law, the drafting and negotiation of contracts, as well as issues of regulatory and consumer protection law. His legal advice encompasses the areas of supply chain, purchasing, sales, logistics, distribution (including insurance and finance products), cooperation, R&D, marketing, licencing, outsourcing and smart contracts.

Florian is the head of our German Strategic Operations, Agreements and Regulation (SOAR) practice, a member of our global Consumer Industry Sector Leadership team and co-lead of our global Mobility & Logistics Services group.

He is an often recommended lawyer by JUVE for



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### Languages

English

German

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### Practices

Commercial

Complex Contracting

International Trade and Investment

Mergers and Acquisitions

Strategic Operations, Agreements  
and Regulation

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### Industries

Aerospace and Defense

Automotive

Distribution/Trade/Logistics (Handbook 2020/2021) and repeatedly listed as a "Next Generation Partner for Trade, Distribution, Logistics" by Legal 500 Germany. Clients describe him as an "experienced professional" (Legal 500 Germany, 2021), praise him as an advisor who is "competent and always available" (JUVE Handbook 2020/2021) and as having "an understanding of our company and the industry" (Legal 500 Germany, 2021).

## Representative experience

Advising a global luxury goods group on drafting and negotiation of commercial contracts and on supply chain issues in connection with corona pandemic and global resource scarcity

Advising a global consumer goods manufacturer on the introduction of global distribution systems and the drafting of the requisite contract documentation.

Advising a leading global online vendor on the drafting and negotiation of contracts, questions of consumer protection law, e-commerce requirements and regulatory issues.

Advising a global passenger transport provider on the drafting and negotiation of commercial contracts and supply chain issues in connection with the corona pandemic.

Advising a major European airport on the planning and putting into operation of a logistics centre, including the drafting and negotiation of logistics contracts.

Advising a global shipyard on drafting and negotiation of commercial contracts, e.g. in connection with the tendering of an order worth billions by the Ministry of Defence of a large European country.

Advising a global IT and cloud services provider on the restructuring of its distribution in several countries in Europe, Africa and Asia.

Advising a global bank on the retail and consumer finance distribution cooperations with global automobile OEMs and online comparison portals, incl.

Consumer  
Manufacturing and Industrials  
Energy and Natural Resources  
Technology and Telecoms  
Private Capital  
Transport and Logistics

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## Areas of focus

Agency and Distribution  
Broadband, Internet, and E-commerce  
Fashion and Luxury Brands  
Food and Beverages  
Logistics  
Manufacturing  
Procurement  
Regular Contracts and Business Issues  
Retail and Consumer Goods  
Sales Promotions  
Sanctions  
Technology Contracts

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## Education and admissions

### Education

Cardiff University  
LMU Munich (Ludwig-Maximilians-Universität München)  
University of Konstanz  
University of Sydney

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drafting and negotiation of contracts.

Advising an insuretech company on its market entry in the EU, including drafting of standard contract documents and their negotiation of same with customers.

Advising a global industrial company on its production launch in the area of lithium hydroxide including drafting and negotiation of purchasing, logistics, development, project and customer contracts.

Advising a global industrial company on supply chain issues in connection with the corona pandemic and the global scarcity of relevant resources, incl. legal representation vis-à-vis business partners

Advising a global vehicle manufacturer on the outsourcing of a business stream, including drafting and negotiation of commercial contracts for the operating business of a joint venture company.

## Awards and rankings

- Next Generation Partner - Trade, Distribution, Logistics, *Legal 500 Germany*, 2018 – 2022
- Recommended Lawyer for Contract Law, *kanzleimonitor*, 2019-2022
- Often Recommended Lawyer for Distribution/Trade/Logistics, *JUVE handbook*, 2020-2022
- Often Recommended Lawyer for Transport sector: Regulation, *JUVE handbook*, 2021/2022
- Recommended Lawyer for Consumer and Food Law, *Legal 500 Germany*, 2021-2022
- Recommended Lawyer for Advising the Transport sector, *Legal 500 Germany*, 2020-2022

## Latest thinking and events

- Hogan Lovells Events
  - Consumer Horizons Webinar: Cash Is Out - The New World of Digital Payments
- Press Releases

## Memberships

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

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- Hogan Lovells advises Borromin on the acquisition of a stake in AES group
- News
  - Getting the Deal Through – Luxury and Fashion 2022
- Webinar
  - Consumer Horizons webinar series: NFTs: token gesture or the future for growth of premium Consumer brands?
- Insights and Analysis
  - "Scarcity" in modern economy
- Webinar
  - Consumer Horizons webinar: The global e-commerce explosion: How new regulations and consumer protection requirements will affect your business