

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.

Key contacts

Peter Watts,

London

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

Munich

Mark Parsons,

Hong Kong

Kelly Tubman Hardy,

Washington, D.C.

Areas of focus

IP Rights in Transactions

Technology Contracts

Related practices

Complex Contracting

Strategic Operations, Agreements
and Regulation

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

Awards and rankings

- IP Law Firm of the Year - Italy, *Legalcommunity IP & TMT Awards*, 2021-2018
- 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

Hogan Lovells Events

Global Class Actions announces State of play fall webinar series

Hogan Lovells Publications

Podcast: Talking the cure

Published Works

Consumer Trendspotter 1H23: Cava IPO shines in second year of record-low deals

Ion Analytics/Merger Market

News

Securing the supply chain - the proposed EU Regulation for Critical Raw Materials

Sponsorships and Speaking Engagements

Biotech Showcase and exclusive reception during the
J.P. Morgan 41st Annual Healthcare Conference

Blog Post

Partner Kelly Tubman Hardy and associate Rachel
Shelbourne forecast developments in the luxury goods
market