

Overview

Commercial law goes to the heart of everyday business activities. A fundamental aspect of practicing law is understanding the commercial drivers behind the range of activities to which contract law can apply, from commercial activities through to IT and services procurement.

Dentons advises purchasers and suppliers every day on commercial contracts. We are relentless in our efforts to understand your business, so that we can provide support and advice which is both practical and reflects commercial reality.

You can rely on us to provide straightforward, clear and accessible advice on everything from a one-off, specific queries arising from your own business negotiations; to picking up and delivering on complicated, time critical negotiations where your valuable in-house legal resource is simply too stretched.

We have a wealth of experience advising on a wide range of commercial contracts, such as those relating to distribution and agency arrangements; supply of complex technical equipment and related maintenance services; manufacturing and fabrication agreements; R&D collaborations; international supply chain arrangements; joint development agreements and consultancy services.

And where your commercial contracts involve a more technical focus, our market-leading team of intellectual property and IT specialists are on hand to offer a “one-stop shop” for all IP issues that may arise; from complex licensing and exploitation arrangements to IP strategy advice to protection and enforcement.

Representative Experience

- **Katz Group Canada Inc.:** Advising on the sale of its independent pharmacy banner business conducted by Drug Trading Company Limited and all of the shares of its independent franchise retail pharmaceutical business carried on by Medicine Shoppe Canada Inc. to McKesson Canada Corporation for CA\$925 million.
- **Leading international advertisement agency:** Advising and assisting regularly on the legal aspects of several advertisement campaigns and direct marketing projects led for the agency’s clients; in litigation proceedings against a famous international online bank to request compensation for wrongful termination of a cooperation agreement whereby the client was entrusted with the bank’s communication budget; and in litigation proceedings against a French recognised foundation which had reproduced, without prior authorization from our client, the original and characteristic features of its creative advertisings after the termination of the cooperation agreement between them.
- **One of the worldwide cosmetics leader:** Advising on one of the major trademark infringement and selective distribution agreements cases in France against the auction website eBay, within the context of a multijurisdictional dispute. We worked as well with the client team on obtaining a favourable ruling from the European Court of Justice dated July 2011.
- **Qatar Sports Investments:** Advising a branch of the emirate’s sovereign wealth fund on the €160 million shirt sponsorship of FC Barcelona by the Qatar Foundation for seasons 2011/12–2015/16. At the time, this matter was the largest sponsorship deal in world football.