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Consumer Products

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Consumer Products

As leading advisers to the consumer products sector, we help companies create, deliver, and sell their goods, protecting their innovation and market position every step of the way. We work with top FMCG, fashion & luxury, household goods, and food & beverage companies, as well as retailers.

We advise on:

- Manufacturing projects
- Protecting IP and brands
- Drafting and negotiating complex technology, logistics and fulfilment contracts that underpin how goods reach shops and customers
- Managing vast store and warehouse portfolios
- Getting digitised, privacy and data protection
- Advertising
- Setting-up multi-jurisdictional distribution or franchising networks
- Navigating the rules that govern product safety and customer engagement
- Protecting when crises hit; recalls
- Growth or reorganizations, e.g. through transformative partnerships and M&A
- Sophisticated financing



International expertise

With over 100 specialist lawyers located in more than 70 offices across 42 countries, our team is there to assist you with international or domestic matters, including complex cross-border issues.



Industry-focused knowledge

Our in-depth understanding of the sector is at the heart of our client-focused culture. Whether you are a brand, retailer, supplier, distributor, investor or other stakeholder, our specialist team provides you with the latest sector insights.



Your blend of deep substantive expertise and keen sense of business realities and strategic thinking are just what we need.

Global General Counsel, Major Food Manufacturer



Awards and Rankings

Number of
partners globally

45

Number of
lawyers globally

135



Advising and guiding **top companies** in the consumer products sector, ranging from retailers to food & beverage, and luxury to sportswear.

UK awards

Awarded 'Gold' in the World Trademark Review 2019

Tier 1 for Brand Management in Legal 500

Highly ranked in Chambers for Retail and Retail: Corporate & Competition

Global directory rankings

Ranked Tier 2 in Food & Beverages, Legal 500, 2018

Ranked Tier 3 in Retail, Legal 500, 2018



CMS' multidisciplinary practice is 'available 24/7 and very reliable'. M&A specialist Mark Ziekman heads the team.

Legal 500





Core expertise

Food and Beverage

Our dedicated food & beverage sector team brings together specialist lawyers advising on from the full range of issues: food law, product liability, contamination and recall, new product launches, labelling, advertising, marketing and promotions, IP and brand protection, commercial contracts, environmental and health & safety issues, and complex M&A transactions.

Fashion and luxury

Our fashion and luxury practice helps fashion brands to source, create, protect and exploit their creations through an ever-increasing number of retail channels. The team combines award-winning IP, corporate, real estate and other practices to provide a one-stop-shop to both high street and high fashion icons.

Electronics and household

Our electronics and household goods clients benefit from expert advice – from brand management and IP through to advertising, product liability, distribution, competition, disputes, environmental and waste issues, financing and M&A.



Heike Blank stands out, strategically and tactically excellent.

JUVE German Commercial Law Firms, 2018



Highlights of our recent experience

McCain

on an international design dispute with its competitor Simplot. The case concerns the design rights that both parties obtained from the EUIPO to protect the shape of their French fries. CMS advised on litigation in Belgium, the Netherlands, France, Alicante (before the EUIPO) and Brazil.

Pioneer & Onkyo Europe (POE)

on the Dutch aspects of the transfer of its business activities of hi-fi and home cinema brands Pioneer, Onkyo, Integra, TEAC and Esoteric to Aqipa. The transaction involved revenues of around EUR 140m and applies to all European markets.

Samsung Electronics

on amending its incentive agreement in Hungary; day-to-day tax advice to Samsung Electronics regarding all aspects of its operations in Hungary, including VAT advice, review of contracts, structuring, sales promotions etc; corporate law issues and transactions.

Mercedes-Benz

on five separate civil and criminal UK competition law investigations into the commercial vehicle market, leading to settlement and successful resolution.

Advent International

on the sale of Devin, a Bulgarian mineral water bottling company, to the Belgian mineral water producer Spadel.

Cott Corporation

on the sale of its bottling activities for non-alcoholic beverages to Refresco Holding N.V. for a purchase price of USD 1.25 bn.

Unilever

on various consumer, IP, commercial and food law issues, in various jurisdictions. Advice included: representation in the trademark cancellation proceedings against Beiersdorf concerning the blue "Nivea" colour mark; advice on a 'first of its kind' global cloud project; and on data protection.

Delhaize Group

on the Bulgarian merger control aspects of its acquisition of Delta Maxi Group, which operates more than 450 stores in five south-eastern European countries, for a purchase price of EUR 932m.

PUMA

on several design and copyright infringement cases concerning high profile PUMA shoes, including the PUMA CREEPER that was developed together with the pop star Rihanna, and the PUMA HEART, developed with top model Cara Delevingne.

Diageo

on the sale of its US and UK wine business to Treasury Wine Estates, for USD 552m.



Get in touch



Heike Blank

Partner, Global Co-Head of Consumer
Products Group
Cologne

T +49 221 7716 212

E heike.blank@cms-hs.com



Mark Ziekman

Partner, Global Co-Head of Consumer
Products Group
Amsterdam

T +31 20 3016 413

E mark.ziekman@cms-dsb.com



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CMS locations:

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