



SOAR



Strategic Operations,
Agreements, and
Regulation



Our business is taking care of your business

Our internationally recognized Strategic Operations, Agreements, and Regulation (SOAR) team provides practical, commercially relevant advice informed by a deep understanding of suppliers, customers as well as other stakeholders along the entire supply and value chain including regulators. More than 50 lawyers in multiple jurisdictions help you develop successful business models, foster strategic relationships, and steer you through complex regulations, as well as anticipate and manage risks. We help you move your business forward.

Whether you are evaluating purchasing or distribution structures, restructuring your business operations, digitizing your supply chain, launching an e-commerce platform, introducing AI solutions, facing regulatory issues, or implementing sustainability objectives, our experienced team provides the support you need.

We provide advice regarding commercial, distribution and foreign trade law, as well as product-related regulations along the entire supply and value chain. Clients turn to us to coordinate and run major projects across the globe; many of the matters we work on have a cross-border, regional, or global element.

Our industry sector experience and knowledge distinguishes us.

We advise clients across a wide range of industries, including: Aerospace & Defense; Automotive; Consumer; Diversified Industrials; Financial Institutions; Food and Beverages; Industry 4.0; Life Sciences, Health Care & Pharma; Technology, Media & Telecommunications; and Transport and Logistics.

“Extensive support of major international projects, especially for major international clients [...].”

– *JUVE Handbook*

“Hogan Lovells simply provided those practical things that make your life easier.”

– *Chambers Europe*



We advise on

- Commercial contracts of all kinds (including R&D, manufacturing, purchase, sale, distribution, marketing, advertising, transport and logistics, cooperation, leasing, and licensing).
- Framework agreements, standard contracts, and general terms and conditions.
- Drafting (including digital contract creation), revision, negotiation, and conclusion of contracts.
- Smart contracts.
- Cross-border contracts, international sales and commercial law.
- Localization of contracts into national law.
- Differences of major legal systems (including civil law versus common law).
- Contract management.
- Introduction and restructuring of supply chains.
- Introduction and restructuring of distribution systems (including selective distribution and franchise).
- Termination of commercial contracts.
- Creation and launch of e-commerce platforms and design of web shops, including terms and conditions, and relevant online policies.
- National and international consumer protection law, online distribution and e-commerce, and platform business requirements.
- National and international regulatory requirements for manufacturing, purchasing, sale, distribution, marketing, advertising, transport and logistics: from environmental to chemicals, from emissions to pharmaceuticals, from medical devices to waste disposal.
- Foreign trade law (import and export control).
- Regulatory processes regarding market access, including type approval and certification requirements, as well as breaches of regulatory requirements.
- Dealing and communication with authorities and other actors in the supply chain, including consumers with respect to regulatory requirements.
- Interface of regulatory requirements and contract drafting.
- Codes of conduct.
- Legal assessment of the operative business, contractual relationships, and regulatory requirements in due diligences.
- Drafting, revision, and negotiation of transaction-related commercial contracts.
- Out-of-court disputes with contractual partners and authorities and associated settlement agreements.



Don't just take our word for it. See what others think about us.



Band 1
Technology, Media, Telecoms (TMT)
(International Firms) in China



Band 1
Product Liability: Food in the UK
Band 2
Commercial Contracts in the UK



Band 1
Commercial Contracts in Germany
Band 1
Life Sciences in Germany and Europe-wide
Band 1
TMT: Information Technology in Italy
Band 2
Regulatory: Agro/Food Europe-wide
Band 3
Pharma Life Sciences in France



Band 1
Distribution/Trade/Logistics in Germany
Band 1
Pharmaceutical and Medical Devices Law
in Germany
Band 1
Product-related Regulatory Law in Germany
Band 2
International Trade in Germany



Tier 1
Fintech: Foreign Firms in China
Tier 1
TMT in China and Hong Kong



Tier 1
Trade, Distribution, Logistics in Germany
Tier 1
Product-related Regulatory Law
in Germany
Tier 1
Industry Focus Healthcare and Life Sciences
in Germany



Tier 1
TMT in Italy
Tier 2
EU, Competition and Distribution in France
Tier 2
Industry Focus IT, Telecoms and the Internet
in France
Tier 3
Industry Focus Healthcare and Life Sciences
in France



Décideurs Technologies, Internet & Telecommunications Guide 2020:
Band 1
'Data protection' and 'Telecommunications law' and 'Internet law'
Band 2
'IT, Software and digital projects'
Décideurs Technologies, Internet & Telecommunications Guide 2020:
Band 1
'Regulatory law' and 'Licensing contracts, joint-ventures and R&D'
Band 2
'Digital health' (2020)
Décideurs Marketing, Communication & Digital Guide 2020:
Band 1
'Data protection' and 'Telecommunications law' and 'Internet law'
Décideurs Competition and Distribution Guide 2020:
Band 3
'Sector: Health & Pharma'

“One client says: “Their organizational culture ensures that no request for assistance is missed, and they make difficult processes simple and ensure we are kept updated with relevant developments.”

– Chambers UK

“Well-regarded commercial practice made up of a dedicated team of experienced practitioners. Noted for its skill acting on strategically significant agreements and transactions for multinational clients across a range of industry sectors.”

– Chambers UK

“During the corona crisis, for example, various clients benefited from the close integration of foreign trade and distribution law issues with regulatory matters, which is a hallmark of the practice.”

– JUVE Handbook

Your key SOAR contacts

Global leader

Germany



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They're extremely good. They display brilliant teamwork and their strategies are very pragmatic. They are very good on tactics and they work fast, all with a good sense of humor which is always very refreshing.

– Chambers Europe



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“A client calls the team ‘very customer-orientated, with great interest in getting to know the client’s business,’ further praising the lawyers’ ‘extraordinary legal knowledge and open communication with the client’.”

– *Chambers Europe*

“The [...] group incorporates aspects of digitization and globalization into its services and thus advises on a variety of current issues such as e-commerce, 3D printing, and autonomous driving. The global full-service offerings and international networking are a matter of course.”

– *Legal 500*

“They are a truly global full-service law firm with strong core practice areas and specialists in all supporting practices.”

– *Chambers UK*

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Washington, D.C.
*Our associated offices
Legal Services Centre: Berlin

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