

Bird & Bird

International Retailing

Bird & Bird is a global law firm. We've built our international reputation not only on exceptional legal expertise, but also on our ability to think beyond the details of law.

International retail

Our global Retail Group comprises some of the world's leading experts in this field. We share our clients' passion and entrepreneurial commercial approach to help deliver innovative multi-channel expansion strategies to our clients in the retail sector.

Global reach

Bird & Bird has over 2,000 people working as a single, cohesive team across 27 offices in Australia, Belgium, China, the Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, the Netherlands, Poland, Singapore, Slovakia, Spain, Sweden, the UAE and the UK. We also work with a network of trusted partners in the US, Europe and Asia, giving us genuine global reach.

Our lawyers know their local legal frameworks in exceptional detail, which is why, as a team, we're well known for our ability to manage complex, cross-border projects and deals with such seamless success.

All your legal needs

We are a global firm, covering all areas of commercial and business law, with specialists in a range of industry sectors – especially where technology, regulation and intellectual property have a significant impact. Indeed, many of our people have been drawn from senior roles within those sectors.



We help our retail clients to implement their expansion strategies through a full range of legal services including:

- Franchising, licensing, distribution, agency & multi-channel strategies
- e-commerce/m-commerce
- Domestic and global brand management
- Dispute resolution and avoidance advice (including international litigation and arbitration)
- Real estate
- Data protection & privacy
- Corporate
- HR & benefits services
- Anti-trust /competition
- Tax, transfer pricing & shareholder tax planning
- Promotions, advertising & marketing

Mark Abell

Partner

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"Brilliant – incredibly experienced in his field, in both the legal and commercial aspects".

Chambers & Partners UK

Graeme Payne

Partner

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He is "very good," said one interviewee; "I would recommend him without a shadow of a doubt."

Chambers & Partners UK

Victoria Hobbs

Partner, Dispute Resolution

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"Highly effective", "very personable and easy to deal with, and she knows her stuff."

Chambers & Partners UK

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