

Bird & Bird & The wellness industry



Bird & Bird is an international law firm with extensive experience advising organisations in the wellness industry across the full range of legal services.

Industry experts

With more than 1,100 lawyers in 28 offices across Europe, the Middle East and Asia, we specialise in combining leading expertise across the full range of legal services to businesses operating in key industry sectors. Our Retail & Consumer group comprises experts in the food & beverage, fitness, technology, hospitality, fashion and beauty sectors. We are incredibly well placed to advise on key legal issues and commercial opportunities which exist within the Wellness industry.

We provide a full range of legal services to our clients, including commercial, intellectual property, brand and reputation management, corporate, employment, e-commerce, data protection, dispute resolution, multi-channel distribution strategies, regulatory, finance, competition and real estate. Our breadth of legal expertise and understanding of the challenges presented by this industry enable us to provide a seamless service to guide our clients through all stages of business growth.

Commercial

All of our offices have dedicated, local law qualified, commercial specialists. Many of the lawyers in our commercial group have undertaken client secondments, meaning we appreciate the need for legal advice that facilitates daily commercial decision making. We advise our clients on a range of commercial matters, including:

Expansion strategies: we work with our clients to determine the most effective expansion strategies within domestic and international markets, including franchising, distribution, multi-channel and hybrid structures, providing support in drafting agreements, negotiating terms and liaising with third parties connected to your business.

Regulatory compliance: we help our clients to develop strategies for resolving regulatory changes, advising on requirements relating to labelling and packaging rules, as well as advertising, commercial contracts and litigation.

Advertising and marketing: we regularly advise clients on sponsorship and advertising campaigns, drafting website terms and policies, sales promotion structures, pricing requirements and complaints, as well as advertising-related disputes.

Intellectual property

Our internationally recognised IP experts offer unmatched contentious and non-contentious capabilities relating to all IP rights, including trade marks, patents, copyright and designs. We advise on IP protection, enforcement, strategic management, valuation and monetisation of IP portfolios. Our specialist anti-counterfeiting and product compliance teams ensure that genuine and safe products support the reputation of your brand.

Brand management

We are well-known for our strength in providing brand owners with a strategic overview of their portfolio, identifying risks or opportunities that may be overlooked when using multiple firms. We work with clients to develop a clear commercial strategy, covering all legal areas that will arise over the life cycle of a brand, including clearance, prosecution, enforcement and exploitation.

Data Protection

In May 2018, the General Data Protection Regulation will introduce new and challenging requirements relating to personal data processing. Individuals will be afforded new rights in respect of their data. Businesses will be forced to adapt to the new regime which imposes, amongst other obligations, the need to comply with new

information notice and consent requirements and to proactively report any security breach to both regulators and those affected. The regulation of electronic marketing and the use of cookies and other online tracking technologies will be overhauled at the same time. In an industry where consumer engagement is key, businesses working in Wellness will need to be ready to adapt to the changing landscape.

Bird & Bird has provided data protection advice for over 20 years, allowing us to draw on our experience of helping clients navigate this tricky area of law. Data Protection experts across our 28 offices worldwide are able to design and implement GDPR compliance projects, provide advice on marketing and data analysis projects (including the use of tracking technologies), advise on supplier terms, deal with data breaches and cyber incidents, liaise with regulators and run international data transfer projects.

Corporate & Tax

Our Corporate team works with a diverse client base - ranging from early-stage businesses to multi-national corporations – and advises on a full range of Corporate matters including investment strategies, mergers & acquisitions, joint ventures, disposals, buy-outs, business and asset sales, reduction of capital, insolvency sales, reorganisations and exit options. Our international Tax team provides support in relation to investment relief schemes, corporate restructuring and VAT issues, to enable your business to reach peak performance.

Employment

Businesses in the Wellness industry rely on a strong internal team to drive the business forward. Our dedicated Employment team understands the challenges presented by this area of law and has extensive experience advising on contractual arrangements, PAYE and pensions considerations. They are also able to represent clients before Employment Tribunals.

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Bird & Bird is an international legal practice comprising Bird & Bird LLP and its affiliated and associated businesses. Bird & Bird LLP is a limited liability partnership, registered in England and Wales with registered number OC340318 and is authorised and regulated by the Solicitors Regulation Authority. Its registered office and principal place of business is at 12 New Fetter Lane, London EC4A 1JP. A list of members of Bird & Bird LLP and of any non-members who are designated as partners, and of their respective professional qualifications, is open to inspection at that address.

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"Bird & Bird has given flight to some of the world's most valuable trade mark portfolios."

WTR 1000 2016

"They are very knowledgeable, highly efficient and very practical."

Chambers Global 2015