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Latournerie Wolfrom  
& Associés



## ***ECONOMIC AND COMMERCIAL LAW TEAM***



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## ECONOMIC AND COMMERCIAL LAW

The Economic and Commercial Law team assists businesses in their choices, strategies and issues for commercial development. Our work covers all commercial and contractual transactions made by businesses in their ordinary activity related to production and marketing cycles.

We advise and assist businesses with:

- Structuring and managing their commercial agreements and partnerships with their suppliers, service providers and distributors ("[Distribution Law](#)");
- Managing their competitive environment ("[Unfair and Discriminatory Practices Law](#)").
- Managing their relations with consumers ("[Consumer Law](#)");

Our Team, together with the other members of the Firm, has developed the synergies necessary to handle the diversity of these subjects. Our cooperation with the T.I.M.E.D. department enables us to handle issues regarding traditional sales networks as well as electronic commerce (e-Commerce) and to deal with matters related to intellectual property. Likewise, we work with the Competition and Regulation department when the businesses involved are at risk of holding a dominant position on a given market and with the Public Business Law department on economic law issues for mixed ownership companies or industrial and commercial public undertakings. Last, our department works closely with the Business Litigation team to prevent, manage and solve disputes in the area of economic and commercial law.

Working regularly with the Corporate / Mergers & Acquisitions / Private Equity team in pre-acquisition audits, we analyze and assess the risks presented by the target company's distribution and commercial commitments.

## Distribution Law

*Our Team advises and assists businesses in:*

- Implementing commercial agreements and partnerships of any kind entered into by businesses with:
  - their suppliers: general terms of purchase, service delivery agreements, supply and procurement agreements, etc.
  - their distributors: general terms of sale, commercial cooperation agreements, indexing agreements, exclusive distribution agreements, franchising agreements, sales office agreements; etc.
- Dealing with all issues related to commercial practices: pricing policy (RRR, commercial cooperation compensation, invoicing, dumping, etc.), sales methods, etc.

*We assist in each stage of the implementation of commercial policies for businesses:*

- Advice and help with making decisions for the most suitable commercial policy (type of network, type of agreement);
- Drafting and negotiating agreements;
- Monitoring the implementation of agreements and, more generally, network operations;
- Auditing commercial practices, contracts and network already in place;
- Preventing, managing and solving disputes, together with the Firm's Business Litigation team.

## Unfair and Discriminatory Practices Law

*Our Team has broad experience in comprehending and managing issues arising in the company's competitive environment.*

*We provide businesses with advice and litigation support for the handling of the following practices, whether suffered or generated by our clients, such as:*

- Unfair and/or illegal competition:
  - employee poaching,
  - denigration,
  - customer solicitation,
  - economic parasitism,
  - breach of non-competition clauses, etc.
  
- Practices restricting competition: dumping, forced pricing, discrimination, delisting, sudden interruption of established business relationships, abuse of economic dependence, etc.

## Consumer Law

*Our Team advises and assists businesses in managing all matters related to consumer sales, including:*

- Sales promotions:

mail-order sales, assistance and advice in implementing advertising and promotional campaigns (games and contests, lotteries, sales with bonuses, combined sales, comparative and misleading advertising), abusive practices, price-fixing practices (bargain sales, dumping), etc.

- Product marketing:

product liability, hazardous products, labeling, etc.

## PRESENTATION OF THE TEAM MANAGER



**Nathalie KARPIK**, Partner

Member of the Paris Bar

Graduate of HEC (business school)

DESS (postgraduate degree) in international tax law - University of  
Sceaux - HEC

DEA (postgraduate degree) in business law – University of Paris I  
Panthéon-Sorbonne

Graduate degree in business law – University of Paris I Panthéon-  
Sorbonne