

Our Principles

Passion of business irrigates Redlink's team. We are entrepreneurs. Redlink gives comprehensive, innovative and trailblazing legal assistance.

Redlink helps companies to structure, develop and reimagine their business, their contracting process (from creation to negotiation). Redlink aims at creating value for its clients. Our services support investors, funds, companies from start-ups to leading companies, managers for developing their project, their business, their distribution network. Redlink offers advice, assistance or litigation representation for companies in the course of their relation with their partners or administration.

Redlink means:

- One goal: stick at business-minded, agile, experts' advice and assistance.
- One assignment: a permanent and close link with our clients. Link is part of our trademark.
- One commitment: always giving sustainable, predictable and adaptable fees depending on projects and risks. A law firm cannot be a mere cost-center.

Redlink has significant experience and expertise in the tech and distribution sectors. The firm assists and represents high-tech companies, investors, suppliers, manufacturers, franchisors and distributors (in areas as diverse as IT, cosmetics, fashion, food, etc.), television channels, movie distributors, e-commerce companies, financing companies, and clients contracting with administration or Government.

Our Expertise

Redlink prepares and negotiates retailing distribution agreements and handle related litigation:

- | commercial representation: commission agents, commercial agents, brokers;
- | negotiations between suppliers and distributors based on new regulations on French competition-restricting practices ("LME"), Hamon & Macron Acts;
- | exclusive distribution, selective distribution agreements;
- | commercial or industrial franchise or master-franchise agreements and commission affiliation agreement;
- | exclusive or non-exclusive supply;
- | supply agreements;
- | structuring of purchasing offices;
- | manufacturing and distribution licenses;

- | logistics, GPA, category management;
- | transportation pooling;
- | standard terms and conditions, commercial cooperation, promotional mandates, price protection, special deal offers;
- | e-commerce, distance selling and off-premises selling;
- | protection of personal data;
- | sales promotion;
- | IT contracts.

Redlink acts in an advisory capacity, and assists in negotiations and litigation relating to sudden terminations of established business relationships, restrictive practices, anti-competitive practices and unfair business practices.

Redlink's attorneys have strong experience and expertise in national and international arbitration. They represent and assist clients with ad hoc arbitrations, in front of the International Chamber of Commerce Court of Arbitration (ICC) and other specialized arbitration panels (American Film Marketing Association, RUCIP, journalism, etc.) and in front of dispute resolution organizations (CCRA, CERC, Paris Court of Arbitration, etc.).

Recent Experience

Redlink's recent experience includes assistance, advice and negotiation:

- | For the conclusion and termination of franchise contracts, the taking over of franchise networks and their transformation
- | For food products and cosmetics suppliers in negotiating agreements with large distributors pursuant to Economy Modernization Act (LME) and Agricultural Supply Modernization Act (LMA)
- | On the creation of selective distribution channels in the cosmetics and IT industries
- | On the development of franchise networks in the confectionery, hair salon and high-end restaurant and hotel sectors
- | For producer on the set-up of its subsidiary and retail network abroad;
- | Of trademark licences for the production and commercialisation of ready-to-wear, perfumes and eyeglasses
- | On the creation of a network of sales agents in the home fragrance sector
- | For the creation and protection of concepts and products
- | On production outsourcing issues
- | On controlling selective distribution networks, parallel sales
- | On structuring purchasing groups and logistics
- | On litigation regarding unfair commercial practices

Our Team

- Frédéric Fournier, Partner
- Emmanuelle Behr, Partner
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