

# CONSUMER

SAFEGUARDING YOUR BRAND

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We work with clients globally and across the value chain, helping them to realise the opportunities offered by new markets and new technologies, to manage risk, and to address the challenges represented by rapidly changing regulation.

We are dedicated to achieving our clients' strategic ambitions both locally and internationally, and act as a trusted advisor to some of the world's best-known consumer sector businesses.

The consumer industry is a dynamic one. We understand that it is essential for you to anticipate and respond effectively to changes in your supply chain and to consumer demand. In the longer term, businesses continually assess new products, technologies and geographies as means of growing brands. Wherever you are based, consumer businesses must be able to work with increasingly interventionist regulators to maintain consumer trust, to safeguard their brands, and to secure a competitive edge.

We can work with you on every aspect of your businesses: ensuring that your brand/s and IP is protected, responding to regulatory intervention, addressing product liability issues and other disputes, implementing major M&A transactions, and anticipating or solving anti-trust issues.

Our team works together to provide seamless, cross-border, practical solutions based on the latest legal thinking and market developments.

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## OUR PEOPLE



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