

Retail

Practices and Industries

PRIMARY CONTACTS

Suzie Trigg

+1 214.651.5098

Maral M. Kilejian

+1 972.739.8774

Ian T. Peck

+1 214.651.5155

Matthew Thomas Deffebach

+1 713.547.2064

Emily Westridge Black

+1 512.867.8422

Disruptive circumstances, increased competition, changing regulations, and evolving consumer trends have changed and will continue to change how retailers become – and stay – successful and innovative. We provide solutions to a broad range of retailers, from e-commerce to brick-and-mortar, and from food and household staples to luxury brands. We work to ensure well-known brands can achieve their strategic business and growth goals, while educating them on ways to minimize risk, and providing sophisticated legal advice when issues arise. We approach each matter with a tailored solution that is framed to meet each client's needs.

We draw on the strengths of our transactional, regulatory, litigation, financial and intellectual property practices to provide clients tailored advice in areas including:

- Restructuring
- Procurement and Supply Chain Management
- FDA and FTC Regulatory Compliance and Strategic Planning
- Labeling
- Advertising, Marketing, Promotions, Contests and Sweepstakes
- Insurance Recovery
- Labor and Employment
- Workplace Safety

HAYNES BOONE

- Real Estate
- Cybersecurity and Data Privacy
- Franchise and Distribution
- Financings
- Mergers & Acquisitions / Strategic Growth or Investments
- Trademarks, Brand Management and Licensing