



Jeremy Schrire

Consultant Solicitor

Jurisdiction: England & Wales

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Overview

Jeremy is a highly experienced commercial lawyer recognised by the legal directories as a leading individual specialising in commercial agreements and related competition and regulatory matters. He advises on a range of commercial and trading issues, including agency, distribution, supply, sale purchase, joint venture and franchise agreements as well as all aspects of the commercial exploitation of intellectual property rights, such as licensing and R&D agreements.

With a focus on both national and international work, Jeremy is involved in a range of industries including consumer goods, food and beverages, manufacturing, technology, e-commerce, healthcare, retail, and hotels and leisure.

Jeremy is a regular speaker at international conferences on commercial and intellectual property law. He is a member of the editorial board of LexisNexis (Reed Elsevier) and is their general editor on agency. He also sits on the faculty of the Practising Law Institute in New York.

Expertise

- Commercial law
- Agency
- Distribution
- Supply
- Sale and purchase agreements
- Joint ventures
- Franchise agreements
- Advertising, marketing and sponsorship
- Legal audits and due diligence
- Consumer and regulatory complaints
- Intellectual property transactions (including content acquisition and technology agreements)
- Dispute resolution

- Strategic analysis

Cases

- Advised AA plc on its strategic relationship with the Bank of Ireland UK to provide a range of retail financial services to UK consumers
- Acted for one of the world's largest food manufacturers on its manufacturing and supply agreements for various products
- Working on a huge range of commercial agreements in the hotel sector including international franchise agreements for one of the world's leading hotel chains
- Advised British Sugar in its UK sugar beet purchase agreements
- Acted for Colgate-Palmolive in its agreements for an e-commerce platform
- Advising a number of household names on their UK marketing campaigns
- Advising several household names on their European agency and distribution agreements and dealing with disputes including claims under the Commercial Agency Directive
- Advising several international companies on their e-commerce platforms including on anti-trust issues and mandatory e-commerce rules in the EU
- Provided strategic advice to one of the country's leading bottlers on its licensing agreements with one of the world's leading soft drink companies
- Advised a leading biscuit manufacturer on its licensing arrangements with a leading confectionery manufacturer
- Assisted a Chinese bank in respect of FIFA's structure and its commercial arrangements with particular emphasis on bribery issues
- Worked on various manufacturing, sourcing and joint venture agreements for Diageo
- Provided regulatory advice to Herbalife and others re multi-level marketing laws and commercial contracts
- Advised Ladbrokes on several high-profile commercial matters including its joint venture agreement with Playtech for the development and growth of its digital business
- Negotiated Premier League shirt sponsorship deals with Premier League football clubs on behalf of various sponsors
- Acted for Visa Europe on technology deals including Apple Pay's contactless payment system
- Reorganised and separated hundreds of contracts for one of the biggest internal business separation arrangements for a major multi-national in the entertainment industry
- Structured and advised on Hill's Petfood's distribution network including advising on the competition law implications of their e-commerce and physical distribution platforms
- Worked on supply, R&D and IP licensing agreements for various pharmaceutical companies (primarily in the generics sector) including what was at the time considered the world's largest (by value) settlement agreement (Omeprazole)
- Acted on various content acquisition and licensing deals for Satellite Information Services Limited Dealing with advertising complaints and responding to ASA enquiries regarding the legality of advertisements
- Acted for Britvic plc on a number of new contracts dealing with global brands owned by Pepsi.
- Acted for Britvic plc on its logistics and warehousing arrangements with Eddie Stobart.
- Acted for Associated British Foods in connection with a number of its supply contracts.
- Acted for leading UK plcs in respect of planning for Brexit including amending existing contracts to take into account the possible effects of Brexit.

Recognition

Recognised as a leading individual by the Legal 500 2018 for Commercial Contracts.

Jeremy Schrire is named as a leading individual by the Legal 500 2017 for Commercial Contracts.

Listed as a leading individual in Legal 500 in Commercial Contracts (2016)

Described by the Legal 500 as someone of whom “clients cannot speak highly enough” and who “always wins the points that need winning” (2016)

Identified by the Legal 500 as a top-tier, leading lawyer and recognised for his “huge brain”, his “superb legal analysis of issues” and his “practical and robust solutions” (2016)

Listed as a leading lawyer by European Counsel and Global Counsel

Named as an expert in intellectual property and commercial law by Legal Business

Listed as an expert in both intellectual property and life sciences by PLC Which Lawyer

Career

- 2017** **Keystone Law** | *Consultant Solicitor*
- 1993-2016** **King & Wood Mallesons** | *Partner, and (from 2005) Head of Commerce and Technology Group and (from 2013) Retail and Consumer Industry Group*
- 1988-1993** **Clifford Chance** | *Associate*
- 1984-1988** **Simmons & Simmons** | *Trainee, then Junior Associate*