ACUITY LAW.

COMPETITION, REGULATORY & TRADE

Acuity Law

INSTINCTIVELY COMMERCIAL

Acuity Law is a top ranked law firm offering a business to business legal service throughout the UK. The firm was founded by ex-city lawyers and has offices in London, Cardiff, Swansea and UAE.

Acuity Law is a new style “law company” with a market leading team of professionals, who support clients in a proactive and commercial manner from a technology-based platform.

The firm’s culture is reflected in the quality of service to clients and the speed and precision with which the Acuity Law team gives advice. Acuity Law is proud to have a growing portfolio of fantastic clients and one that is built on long-standing relationships.

The firm’s recent accolades include The Times Best Law Firms of the Year 2020, Law Firm of the Year 2020 at Wales Legal Awards and Law Firm of the Year (Wales) at the Legal 500 Awards.

Competiton, Regulatory & Trade

PRACTICE AREA EXPERTISE

Competition issues, at a national and international level, turn on the facts, circumstances and markets in which they emerge, so the combination of factors tend to be complex and technically challenging.

Competition authorities are increasingly exercising their wide-ranging powers by:

- Investigating and challenging joint ventures, mergers, market practices, cartels and/or other commercial arrangements;
- Handing out sanctions and/or fines for anti-competitive behaviour; and
- Intervening where necessary to tackle failing markets through regulation and/or reform.
- With public and private enforcements, sanctions (including large fines), disputes, challenges and, ultimately, reputational damage at risk, competition law compliance has never been more critical.

We adopt a strategic, risk-based, practical approach to help you comply with, and navigate through, the complexities of competition laws and regulation, defend your commercial interests and challenge anti-competitive practices.

We advise on:

- Mergers and joint venture clearances
- Trade arrangements and export controls
- Structuring commercial arrangements, strategic alliances, collaborations and transactions
- Abuse of dominance and anti-competitive conduct
- Cartels, market investigations and dawn raids
- Compliance policies, audits and training programmes
- State aid
- Competition disputes and litigation

Competition, Regulatory & Trade Team

MEET OUR EXPERTS

Rachelle Sellek
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Accolades & Testimonials

WORDS FROM OUR CLIENTS

CHAMBERS AND PARTNERS

"The team at Acuity is solutions-focused & extremely collaborative. They provide sound, pragmatic advice that relates to our business, they always go the extra mile."

Chambers UK - 2022 Edition

The LEGAL 500

"Clearly the culture of Acuity is about people, both customers and also internally within the organistion. It's easy to see that this comes from the top of the organisation."

The Legal 500 UK— 2022 EDITION

Expertise

COMPETITION, REGULATORY & TRADE EXPERTISE

- Seconded to and advising the Western Europe business unit of The Coca-Cola Company on UK and EU competition law matters, including European merger control rules, best practice training on anti-competitive behaviour, structural and commercial arrangements, and exclusivity and dominance in the UK and certain EU markets.
- Advising UK Government, Scottish Government, local authorities across England and major telecoms providers on UK state aid clearances, EU General Block Exemption Regulation (GBER) and wider competition law matters.
- Representing a national transportation and logistics group and several other smaller logistic businesses in pursuing claims for damages against several major truck manufacturers following findings by the European Commission on involvement in a price-fixing cartel and breaking EU antitrust rules.
- Advised a national managed services provider, who specialises in public healthcare contracts, in relation to the anti-competitive effect of the structure of the NHS's supply chain contracts.
- Advising a leading international geospatial data and technology business on competition law compliance and training, dawn raids, merger issues, market dominance and definition.
- Advising medtech patent holders on competition law issues around pan EU patent/IPR licensing and contractual arrangements, and the application of the Technology Transfer Block Exemption (TTBE) to certain product or technology markets.
- Advising a leading UK university with an international reputation for teaching and research excellence on a £multi-million IP commercialisation programme, including competition law, state aid and EU public procurement issues.
- Advising extensively on the state aid issues arising from the spin-out and sale of publicly-owned assets.
- Advising a university on the state aid issues arising from a £300m major development project, including the application of the Market Economy Investor Principle.
- Advising a local authority on state aid compliance relating to the administration of various national and EU funding streams.

Our Services

FULL SERVICE COMMERCIAL LAW FIRM

22 PARTNERS | 100 STAFF | ESTABLISHED 1999

AREAS OF EXPERTISE

- Banking & Finance
- Commercial & Technology
- Competition, Regulatory & Trade
- Corporate
- Creative Industries
- Data Privacy & Cyber Security
- Employment & HR
- Financial Regulation & Compliance
- Health & Safety
- Intellectual Property
- International
- Litigation & Dispute Resolution
- Planning & Environmental
- Real Estate & Construction
- Real Estate Finance

LONDON | CARDIFF | SWANSEA

Contact The Team

GET IN TOUCH

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