

Your World First

CMS
Law . Tax

Supporting you from the factory floor to the shop door - CMS Consumer Products.

CMS is one of the few firms to fully support each step of the consumer value chain. From the factory floor all the way to the shop door (or the customer's front door). We help consumer facing companies create, deliver, and sell their goods, protecting their innovation and market position every step of the way.

We support our clients on new manufacturing and research and development projects. We protect their hard-earned IP and valued brands. We advise them on the hugely complex technology, logistics and fulfilment contracts that underpin how goods reach shops and customers. We help them manage vast store portfolios. We help get them get online, selling D2C. We help them get digitised and make the most of adtech. We help them navigate the rules that govern product safety and customer engagement. We protect them when crises hit, or prevent them altogether. We help them grow through transformative partnerships and M&A.

We are the firm who can join the dots and support consumer products companies and retailers across their entire value chain. Some of the areas we are most known for include:



New product development: we help companies create their goods whilst navigating the challenging consumer regulatory environment from labelling and packaging to health claims, product safety, and food hygiene and integrity.



Property management: we have the largest real estate capability in the UK, helping manufacturers, retailers and landlords manage vast warehouse and store portfolios, including leases and freeholds, litigation and major developments.



Technology innovation: we advise on critical digitalisation strategies and disruptive technology – from adtech through to connected devices and AI – that are radically changing how goods are manufactured and sold.



Brand protection & IP: we help companies create and protect their valued brands. Our top ranked IP practice handles international trade mark portfolios, and advises on IP strategy, design right protection and cross-border litigation.



Supply, logistics & fulfillment: we help get the goods to shops and consumers, advising on the highly complex contractual relationships involved in supply and distribution agreements, and on large scale fulfillment and logistics matters.



Consumer engagement: we help retailers engage with their customers without breaching regulations, from data privacy, to contractual terms, marketing, promotions and social media.



Some highlights of our experience

Marks & Spencer

On commercial contracts for many years. Key projects include assisting M&S to rationalise its top IT suppliers and enhance its IT infrastructure; improving its supply chain process; and negotiating celebrity endorsement agreements.

Costco

For over 20 years on freehold and leasehold site acquisitions, developments for their warehouse clubs as well as distribution centres, long term strategic planning advice, construction matters, and environmental advice.

Sainsbury's / Argos

On all aspects of the Sainsbury's real estate portfolio including the development of new stores, day-to-day estate management matters, and real estate litigation.

Unilever

On a 'first of its kind' global cloud project involving the integration of Accenture application technology onto salesforce platform technology.

Nestlé

On various IP and brand protection matters including its landmark application to register the shape of a Kit Kat as a UK and EU-TM and its opposition by Cadbury/Mondelez.

Yoox Net-A-Porter

On the English law aspects of its joint venture with Symphony Investments to create the Middle East's undisputed leader for online luxury retail

Sports Direct

On a GBP 86.8m property portfolio purchase.

Whole Foods Market

On all UK real estate matters including new lettings, re-gears and the acquisition of their first UK retail park store.

Diageo

On the sale of its US and UK wine business to Treasury Wine Estates, for US\$552 million.

Direct Wines

On brand protection, real estate matters, consumer and marketing, procurement and other contractual matters, employment matters, including executive remuneration and share schemes, taxation issues and on the sale of the Virgin Wines business.

Heineken International

On various transactions including its joint venture with Namibia Breweries in South Africa, the restructuring of Heineken Belarus with Oasis Drinks, and the IPO of Bralirwa in Rwanda.

The Hut Group

The British e-commerce company operating over 100 websites internationally on its acquisition of ESPA, the world-renowned leader in spas and skincare excellence.