



Overview

We have significant experience crafting solutions to antitrust and competition law challenges related to internet, business-to-business (B2B), and business-to-consumers (B2C) sales that meet your companies' business demands and realities. In an environment in which antitrust and competition law is a growing priority for governments around the world, and in which internet sales expand distribution mechanisms, increase growth in retail markets and consumer choice, and spur innovation, your business challenges demand experienced counsel who can help you craft individual solutions tailored to your internet, B2B, and B2C sales needs.

We routinely engage with internet, B2B and B2C sales and distribution issues, including advising on the interplay between online and offline marketplaces for consumer products, resale price maintenance, the Robinson-Patman Act as applied to internet and non-internet distributors, sales to/from customer-competitors/supplier-competitors, UP and MAP policies, the application of the EU competition law rules on vertical restraints to online distribution, and distribution strategies including dual distribution, selective distribution models, and distribution with online-only sellers.

Our experience in internet, B2B, and B2C sales covers a vast array of industries including: Pharmaceuticals, travel booking, beverages, news, music publishing, hotels/lodging, personal care products, construction/home improvement products.

Representative Experience

- Advised a leading music publishing and distribution company in a review of their online platform for self-published work by amateur musicians
- Counseled an international travel website and online platform on European and U.K competition issues
- Representing an international pharmaceuticals organization in defense of claims relating to conduct allegedly stifling Plaintiff's online business
- Successfully defended a leading airline from abuse of dominance claims related to its online ticket sales in Europe
- Counseled an online and at-home shopping platform **on business interference claims** related to online sales of dietary and nutritional supplements
- Secured recovery for an international beverage supplier in its breach of contract claims against a flavoring supplier
- Counseled an online travel company on competition issues related to online lodging booking Contacts

Austin Brussels Dallas Dubai Houston London
New York Palo Alto Riyadh San Francisco Singapore Washington

bakerbotts.com | Confidential | Copyright© 2023 Baker Botts L.L.P.



- Counselling clients on UP and MAP policies, On Time and In Full practices, and risks relating to selling to customer/competitors

Contacts

To learn more about our experience in crafting antitrust-related strategic business solutions for Internet, B2B, and B2C issues, please contact one of the lawyers below.



Erik Koons

Partner

T: +1.202.639.7973

erik.koons@bakerbotts.com



Jana Seidl

Senior Associate

T: +1.202.639.7855

jana.seidl@bakerbotts.com