



Representative Legal Matters

Harry Kirkwood

Technology and outsourcing

- Advised BAT on its long-term global strategic partnership with Accenture to transform and outsource its Global Business Solutions and Supply Network Operations functions.
- Advised a leading artificial intelligence company on its contractual arrangements for the establishment of (at the time) the largest AI inferencing data centre in the world, located in Saudi Arabia.
- Advised a large European insurance company on a high-value technology and outsourcing agreement for the development and procurement of a new strategic customer platform.
- Advised a global professional services firm on a major outsourcing arrangement with IBM, focused on platform infrastructure and application maintenance services.
- Advised a leading UK telecommunications group on its partnership with a digital bank to launch a bank-branded mobile proposition.
- Advised a global port investor and operator on its procurement of a large fleet of autonomous vehicles, automated battery stations, spare parts, and related software for deployment in one of Europe's largest port operations.
- Advised a government agency on a high-value technology and outsourcing agreement for the development and procurement of an ERP system.
- Advised a global outsourcing, technology and professional services company on its contractual arrangements with the DCC in connection with the UK's smart metering programme.
- Advised on the contractual arrangements between a US space and satellite communications company and a leading Malaysian telecommunications provider, to enable the rollout of satellite internet services in Malaysia.
- Advised a Japanese multinational on a long-term exclusive global licence of technology for use in green hydrogen production.

Commercial

- Advised Mondelēz International on the commercial agreements and intellectual property licensing arrangements relating to its partnership with Merlin Entertainments in respect of Cadbury World.

Baker McKenzie.

- Advised a multinational pharmaceutical company, on its commercial agreements in connection with the launch of a high-profile obesity drug in the UK.
- Advised a leading global snack and confectionery company on the structuring and negotiation of commercial and intellectual property arrangements with a leading bakery and biscuit brand and an international ice cream manufacturer.
- Advised on and negotiated Ted Baker's key exclusive commercial supply arrangements relating to its global design, development, manufacturing, distribution, sourcing and wholesale operations.
- Advised a leading global consumer healthcare business on distribution and licensing arrangements in connection with its spin-off, including establishing new distribution networks in parts of Africa.
- Advised a global e-commerce company on redesigning aspects of its fulfilment model, including contractual arrangements with sellers and logistics providers.
- Advised a multinational media and entertainment company on intellectual property licensing arrangements.

Corporate transactions

- Advised Shell on multiple acquisitions, including negotiating key supply and transitional arrangements.
- Advised Bain Capital and its portfolio company, Kantar Group, a leading global market research company, on the commercial and IT aspects of its sale of Kantar Media to H.I.G. Capital, for approximately USD 1 billion, including the negotiation of key commercial contracts relating to the acquisition.
- Advised Lyft on the commercial and IT aspects of multiple acquisitions, including its acquisition of FREENOW (a leading European multi-mobility app) from BMW Group and Mercedes-Benz Mobility, and its acquisition of TBR Global, a global chauffeur and executive ground transportation business.
- Advised leading global private equity firms, including Blackstone, KKR and Silver Lake, on the commercial, IT and IP aspects of acquisitions and divestments.
- Advised a multinational on the commercial and IP aspects of its Russian business divestment, including services, IP licensing, distribution and franchising arrangements.

Advisory / AI

- Advised leading AI companies on data licensing and acquisition in connection with the development and commercialisation of generative AI models.

Baker McKenzie.

- Advised global clients across sectors, including luxury goods, healthcare, food and beverage, and asset management, on AI governance and regulation, including the development of AI policies, risk assessments, standard operating procedures, and contract terms, as well as supporting vendor due diligence and procurement involving AI systems.
- Advised one of the world's largest technology platforms on a range of multijurisdictional product/feature launches.