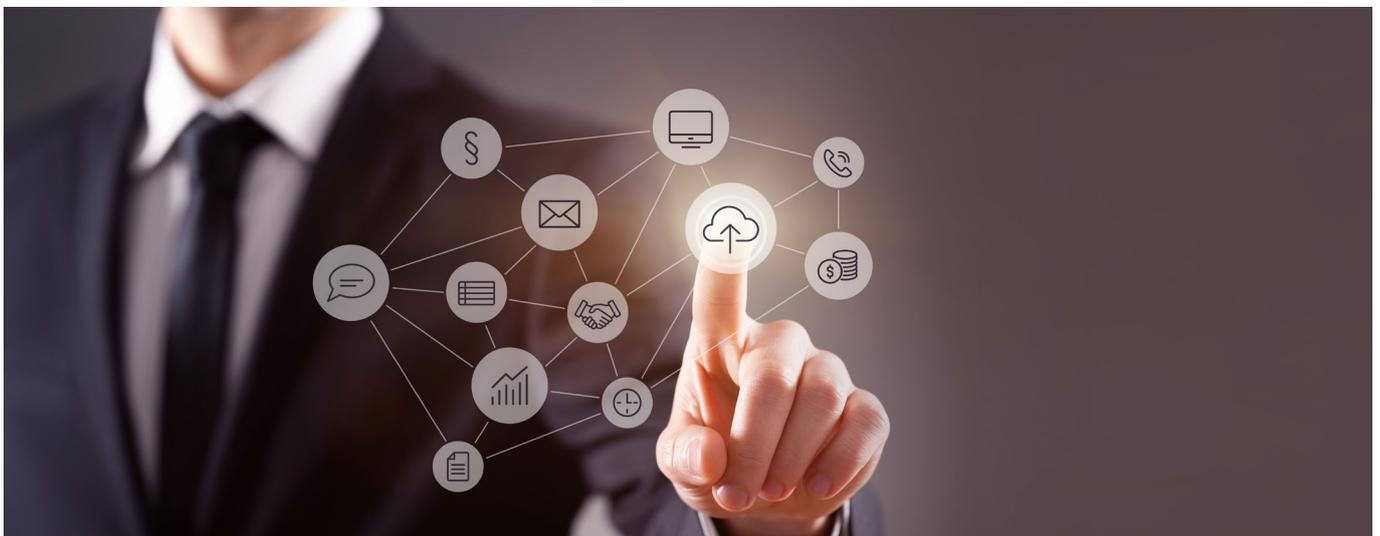


# Luther.

## Digital distribution models

Whether you are a small retailer or a large group of companies: digital distribution channels have become part of everyday life as a means to distribute products and services. Digitalisation has changed classic distribution models and led to the creation of entirely new distribution methods. However, when designing your own digital distribution and marketing, you need to take into account the increasingly stricter legal framework. Luther can help businesses meet the legal challenges arising from the increasingly more complex national and international regulations – proactively and looking ahead to the future!



Regardless of whether you want to digitalise your existing distribution system or develop and implement a new, digital distribution model, we can help you deal with these challenges.

### Our range of advisory services

- Assisting with the legally compliant conception and contractual design of a digital distribution system that fits your company, for example, by designing a future-oriented mixed distribution system or making use of digital opportunities, also in the area of selective distribution (“exclusive marketplaces”).
- Providing competent antitrust and competition law advice when designing and implementing digital distribution models with the national and international framework in mind, for example, implementing the European Geo-blocking Regulation in existing contractual relationships.
- Organising your distribution system in a sustainable and legally compliant manner, in particular in light of the EU’s “Digital Single Market Strategy”.
- Reviewing, amending and designing the contractual basis of the entire distribution network, including agency, authorised dealer and franchise agreements and general terms and conditions.
- Analysing, defining and amending your contractual structures to ensure they reflect the digitalisation of processes, such as the ordering process, in a legally compliant manner.
- Providing data protection advice along the entire supply chain.
- Implementing a company’s own digital distribution activities through, for example, online shops, apps or digital market places to conform with all applicable laws and regulations.
- Structuring and implementing quality and compliance management systems.
- Designing an efficient distribution system for the secondary market (after-market and after-sales management), for example, by using apps, automated transfer of data or targeted marketing.

## Our digital expertise

Luther was named law firm of the year in 2019 by the German legal publisher JUVE and also holds the title “Digital Law Firm 2020”. In 2019, we received the PMN Management Award for our collaboration platform.



## Contact

**Dr Christoph von Burgsdorff, LL.M. (Essex)**

Luther.Digital  
T +49 40 18067 12179  
M +49 152 016 12179  
christoph.von.burgsdorff@  
luther-lawfirm.com

