



# Commercial Contracts

## Overview

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Commercial contracts are often the lifeblood of a business, whether they are contracts with suppliers, manufacturers, brands, customers, licensors, collaborators, or others. Tucker Ellis business attorneys structure, draft, review, and negotiate vital commercial contracts, making it their mission to understand and protect our clients' businesses and further their strategic objectives. Our attorneys have large-firm knowledge and experience while delivering the hands-on expertise, service, attention to detail, and nimbleness that many larger firms do not provide.

In our work on any commercial agreement, we identify the value drivers and provide pragmatic advice and assistance in capturing that value while achieving real-time savings in the long run. Drawing on our significant commercial experience assisting organizations domestically and internationally in both the public and private sectors and across varied industries, our approach achieves savings and enhances value while addressing potential areas of conflict. We identify opportunities in contractual arrangements to eliminate commercial inefficiencies and waste during the operational life of the contract.

Our key to unlocking value is our granular understanding of the drivers underlying the commercial relationship and the practicalities of executing on those drivers. We analyze how the agreement will operate and the benefits on a cost/value basis, and we consider how these activities will affect the broader organization's operations. By communicating directly with key players in the day-to-day performance of the agreement and analyzing real operational and cost data to clarify how the contract will be most effectively utilized, we draw a fact-based picture of the organization, including the effectiveness of its commercial processes and controls and the functionality of its contracts and services. In applying our leading practice frameworks to benchmark existing governance processes and controls, we assess the contract's commercial structure, identify opportunities, and advise and assist our clients in capturing value and achieving savings.

### AREAS OF EMPHASIS

- Joint Venture Agreements
- Partnering Agreements
- Sourcing Agreements
- Design Agreements
- Manufacturing and Supply Agreements
- Distribution and Reseller Agreements

- Equipment Purchase/Leasing Agreements
- Quality and Testing Agreements
- Commercialization Agreements
- Sales Documentation
- Transportation Services Agreements
- Restrictive Covenant Agreements
- Intellectual Property Licensing Agreements
- Software/Web Licensing Agreements