

Contents

<i>Preface</i>	ix
<i>About the editor and contributors</i>	xi
<i>Table of cases</i>	xv
<i>Table of statutes</i>	xix
<i>Table of statutory instruments</i>	xxi
<i>Table of international instruments</i>	xxiii
<i>Abbreviations</i>	xxvii
1 Introduction: What is a commercial contract and how to draft one	1
<i>Jennifer Pierce</i>	
1.1 What is commercial law?	1
1.2 Why is another book on commercial law necessary?	2
1.3 What is a contract?	3
1.4 Choice of law and jurisdiction	9
1.5 Forum	9
1.6 Types of contract	9
1.7 Risk allocation	12
1.8 How to draft a commercial contract	16
2 Services agreements	21
<i>Chris Ingram</i>	
2.1 Introduction	21
2.2 Structure	25
2.3 Practitioner's checklist	28
2.4 Key terms of a services agreement	34
2.5 Additional considerations for specific contracts	57
2.6 Brexit	61
3 Sale and supply of goods agreements	64
<i>Caroline Swain</i>	
3.1 Introduction	64
3.2 Structure	71
3.3 Practitioner's checklist	76

CONTENTS

3.4	Key terms	81
3.5	Additional considerations for specific contracts	98
3.6	Brexit	100
4	Distribution agreements	101
	<i>Tanya Wilkie and Paul Stone</i>	
4.1	Introduction	101
4.2	Practitioner's checklist	104
4.3	Distribution agreement	104
4.4	EU competition law	112
4.5	UK competition law	117
5	Agency agreements	118
	<i>Caroline Young</i>	
5.1	Introduction	118
5.2	Practitioner's checklist	124
5.3	Agency agreement	125
5.4	Commercial agents	129
5.5	Estate agents	143
5.6	Employment agents	143
5.7	Tax and agency	144
6	Licensing and franchising agreements	147
	<i>Christina Fleming and Jennifer Pierce</i>	
6.1	Introduction	147
6.2	Licensing	148
6.3	Franchising	163
6.4	Brexit	178
7	Joint ventures	180
	<i>David Berry</i>	
7.1	Introduction	180
7.2	Practitioners' checklist	181
7.3	Structure	186
7.4	Documentation	199
7.5	Shareholders' agreement	202
7.6	Conclusion	216
8	Competition law aspects	217
	<i>Paul Stone</i>	
8.1	Introduction: substance and enforcement	217
8.2	Substantive rules	217

8.3	Three main situations	219
8.4	Generally applicable concepts: ‘undertakings’ and ‘market’	221
8.5	Situation 1: anti-competitive agreements	231
8.6	Situation 3: abuse of a dominant position	240
8.7	Situation 2: mergers	246
8.8	Enforcement issues	249
8.9	Regulators	249
8.10	Competition enforcement institutions	250
8.11	Summary checklist	251
9	Resolution of commercial disputes	254
	<i>John Sykes and Simon Heatley</i>	
9.1	Introduction	254
9.2	Governing law	255
9.3	Issues of forum	259
9.4	Court jurisdiction clauses	264
9.5	Arbitration	268
9.6	Expert determination	272
9.7	Alternative dispute resolution	274
9.8	Other issues	281
	Appendix 1: Boilerplate and general provisions for commercial agreements	283
	<i>Louise Zafer</i>	
	<i>Index</i>	297