

David Lane

Knowledge Management Lawyer

"David Lane has engineered this through for me and I am recording how pleased we all were with his attitude, approach and general good sense all round."

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David is a leading member of our Commercial Team with a focus on commercial contract drafting (both B2B and B2C). He works with a number of Freeths' key clients, helping them to review and manage their commercial and contractual risk.

David principally:

- Negotiates and drafts bespoke contractual documentation, including manufacturing outsourcing agreements, I.T. procurement projects and logistics arrangements for haulage and warehousing operations.
- Works with clients to develop bespoke contractual agreements and processes to facilitate the continuous review and improvement of supplier performance. This includes the negotiation of schemes for the provision of management information and the monitoring and enforcement of service levels and credits.
- Develops standard suites of contract documentation for a number of Freeths' key clients – documents which are used to procure billions of pounds of goods and services both in the UK and around the world each year.
- Works with Freeths' Corporate Department to negotiate the transitional service and supply agreements required to facilitate major mergers and acquisitions.
- Provides training to in-house legal and procurement departments to improve procurement processes and enable them to better manage contractual risk.
- Works with E-Commerce retailers to help develop market-leading transactional websites.

David has also previously spent eight months seconded with the in-house legal team of a major construction materials supplier.

David is listed as a Recommended Lawyer in the Legal 500 (2021 edition).

Legal Services

Construction & Engineering

David has spent seven years advising leading members of the Construction Materials industry, including an eight month period seconded with a leading in-house team. In that time he has provided commercial drafting and expertise on a number of the largest mergers and acquisitions within that sector in the UK.

Selected Cases

- Drafting and negotiating a suite of eight commercial agreements for a corporate divestment worth over £250,000,000. This included a 24 continuous days of meetings in London to finalise the negotiations.

Commercial Contracts

Selected Cases

- Drafting and negotiating a suite of ten commercial agreements for the UK element of a multi-billion pound corporate divestment. This included agreements for the supply and purchase of raw materials and transitional service arrangements covering I.T., insurance and accounting services and international software licences.
- Drafting the suite of over twenty contractual documents required to cover the procurement of all goods and services required by a major supermarket chain. This included the development of a set of guidance notes to enable members of the client's procurement department to negotiate the documents themselves, improving turnaround times while reducing external legal costs.
- Drafting and negotiating agreements for the management of eight-figure marketing budgets. This included provision for TV production and acquisition, radio production and acquisition, out-of-home advertising, digital advertising, SEO, PPC, social media management and monitoring, event management, product packaging development, crisis-management and news monitoring services.
- Redrafting the standard terms and conditions of sale for a multi-billion pound supply company, then helping them to roll them out both to customers and to the front-line sales personnel. This included the provision of guidance notes and the completion of twelve separate training sessions around the country.

Sectors

Retail

David has worked with a number of clients to develop their E-Commerce offerings. He helps them to navigate the various regulatory challenges presented by the sale of goods and services online (such as the cancellation rights afforded to consumers).

Selected Cases

- David advised on the development and launch of a major UK retailer's E-Commerce offering. This included the drafting of the E-Commerce documentation required for the site, such as the terms of sale, privacy policy and terms of use. He has since continued to advise on the website and its development, helping the client to grow it into a multi-million pound sales channel.

Logistics

David has worked on a wide range of warehousing and logistics agreements. These range from B2B road/rail freight movement to last-mile B2C deliveries.

David has also advised on a number of ancillary agreements relating to the maintenance and support required for such offerings, including fleet tyre monitoring/replacement services, fleet tracking/recovery services and fuel hedging/supply agreements.

Selected Cases

- David negotiated the agreements required for the warehousing and logistics operations supporting a major UK retailer's E-Commerce offering. This included advising on all stages of the tender process, from assessing each of the original bidders for each offering, through to the selection of a short-list, and finally the negotiation of the agreements with each of the preferred bidders.