

ROMAIN MAULIN

AVOCAT À LA COUR



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SECTORS

- Pharmaceuticals
- Financial services (banks and investment funds)
- Telecommunications
- Transport
- Retail
- Luxury and e-commerce
- Optical

EDUCATION

- Admission to the Paris Bar (2009)
- IEP Sciences Po Paris, specialization in economic law (2008)
- University of Paris I - Panthéon-Sorbonne, Masters in EU law (2006)

LEGAL RANKINGS

- «Strong Reputation» for distribution law and unfair commercial practices (Décideurs Magazine, 2018 and 2019)
- «Highly Regarded Practice» for competition law (Décideurs Magazine, 2018 and 2019)

In today's world, lawyers can no longer expect to play the role of the occasional expert, they must offer sustained support to clients as those clients make strategic business choices. With this conviction in mind, I decided to create a law firm exclusively dedicated to competition, distribution and consumer law. These three areas of law are often perceived first and foremost as hurdles, yet with the right approach they can be leveraged to boost your company's market position. After over 10 years of practicing competition law in Anglo-American firms, I have built on this understanding by creating a boutique firm specializing in economic law. Accessibility, active listening, expertise, independence and cost control are the core principles that guide my day-to-day involvement in serving clients, whether they are major corporations, intermediate-sized companies, SMEs, or individual entrepreneurs.

EXPERTISE

Competition Law

- Drafting complaints and building cases before the French Competition Authority
- Reviewing commercial policies before implementation to avert the risk of predatory pricing, excessive prices, or tied selling
- Advising and representing new entrants interested in positioning themselves in newly liberalized market sectors
- Managing merger notification procedures, including outside of France, to quickly obtain clearance from relevant competition authorities
- Representing companies intending to oppose a potential merger
- Handling negotiations and/or claims for damages to recover losses suffered due to anticompetitive or unfair trade practices

Competition Compliance

- Training sessions for top management and sales teams on how to best comply with competition law
- Creating compliance programs or updating existing compliance programs
- Competition law audits

Unfair commercial practices and consumer law

- Drafting, reviewing, negotiating and follow-up on commercial agreements to make sure no unfair practices are involved (e.g. significant imbalance, unlawful payment terms)
- Handling regulatory procedures (DGCCRF/DIRECCTE) or lawsuits filed by your contracting partners
- Drafting and updating your general terms of sale/purchase
- Reviewing and confirming your commercial marketing strategies and methods to avoid any risk of disparagement or false advertising

Distribution Law

- Setting up or modernizing existing distribution networks or commercial arrangements
- Negotiating or litigating contractual disputes - especially those involving a sudden termination of established business relationships

PUBLICATIONS AND TEACHING

Books

- Lamy Droit économique, author of four chapters:
1. Referrals to the European Commission
 2. Competition Inquiries
 3. Litigation
 4. Template documents for competition law proceedings

Articles (Most recent)

- «Private Antitrust Enforcement in France following the implementation of the damages directive: most recent trends and case-law», October 2019, in *Il private antitrust enforcement in Italia e nell'Unione europea: scenari applicativi e prospettive del mercato*; Atti del VII Convegno Antitrust di Trento, 11-13 aprile 2019
- «Régulation des plateformes et places de marché: le droit économique à l'épreuve de l'obsolescence programme», *Revue Lamy de la concurrence*, 2018, no. 75, p. 44
- «Récents développements en matière de droit de la concurrence appliqué au secteur pharmaceutique», *Concurrences*, no.3-2017
- «Actions privées en droit de la concurrence: un nouveau départ», *Les Echos*, 10 April 2017
- «Internet, vecteur de perturbation de la distribution sélective», *AJCA*, Aug.-Sept. 2016

Teaching

- Lecturer, Masters in Contracts and Competition Law (Year 2), University of Versailles/Saint Quentin-en-Yvelines
- Lecturer in Competition Law, Paris bar training school (EFB)