

## Retailers Entering the US

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Goulston & Storrs is at the center of retail law in the US. From our representation of some of the first shopping mall developers in the US to our current involvement in airport, sports arena and online boutique retail, Goulston & Storrs guides many of the nation's most active retail developers, owners and tenants. Our attorneys negotiate countless retail and restaurant deals for both domestic and international landlords and tenants.

Our clients include foreign companies coming to the US for the first time and domestic companies expanding into the urban market. Because we understand both sides of these transactions, we can articulate the concerns of both the landlord and the retailer/restaurateur, and we are often able to propose a solution that is acceptable to both sides, enabling deals to move forward.



Retail and restaurant clients call upon Goulston & Storrs to assist in all of their legal needs including financing, intellectual property, corporate (including entity formation with regard to start-ups and foreign retailers/restaurateurs entering the US market for the first time), distribution and licensing agreements, tax (including cross border tax structuring), e-commerce, employment (including executive compensation), risk management and real estate.

There is no aspect of a retail transaction—for a tenant, landlord, developer or operator—that our lawyers have not encountered on numerous occasions. Goulston & Storrs carefully deploys the depth of the firm's experience to benefit our clients. Our work for landlords and developers

complements and enhances the advice we provide to our tenant clients and vice versa. Be it the acquisition or leasing of a premier location, the protection of intellectual property, construction, financing, tax structuring or dispositions, Goulston & Storrs covers the entire spectrum of the retail world for a sophisticated and diverse set of clients across the country and internationally.

### **Come Meet with us at MAPIC 2018!**

Our Retail Group is once again getting ready for the annual MAPIC Conference (le marché international professionnel de l'implantation commerciale et de la distribution)! For the 8th year in a row, our team is traveling to Cannes, France for the largest annual gathering of European retailers, brokers and developers. MAPIC is one of the leading events of our year, showcasing the best of international (and particularly European) retail, from both the developers' and the retailers' perspectives. We look forward to connecting with some of the 8,400 international participants from 78 countries who have expressed interest in venturing overseas and expanding their businesses to the States.

Our retail lawyers will be in the **USA Pavilion**, where they will be sharing their experience compiled from years of working with international retailers who have successfully expanded their businesses to the USA.

## **Publications**

January 10, 2018

**Risk Mitigation Tips for Foreign Retailers Rolling Out New Products in the U.S.**

November 8, 2017

**Risk Assessment and Mitigation Checklist for Retailers Entering the USA**

May 15, 2017

**Crains New York Business Real Estate Roundtable: The Future of Urban Retail**