



## Belinda Tralli

### Senior Associate

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## OVERVIEW

Belinda is a senior associate in the corporate practice group in Melbourne. The focus of her practice is preparing, negotiating and advising on all aspects of commercial agreements in a variety of industry sectors including technology, retail, manufacturing, logistics, and sports.

Belinda has experience working on a broad range of commercial agreements including consumer terms and conditions, services agreements, licensing agreements, sponsorship agreements, supply agreements, warehousing and transport agreements.

## PROFESSIONAL BACKGROUND

Prior to joining the K&L Gates, Belinda was an associate with a national law firm, focusing on commercial law. During this time Belinda was seconded to National Australia Bank where she worked with the consumer legal team, advising on product design and distribution obligations of the bank. Belinda currently acts as Company Secretary for a Victorian law society which focuses on the intersect between digital technology and the law.

## PROFESSIONAL / CIVIC ACTIVITIES

- Victoria Society for Computers and the Law (VSCL), Company Secretary
- Law Institute of Victoria (LIV) Young Lawyers Community Issues Committee, previous committee member

## EDUCATION

- Graduate Diploma in Legal Practice, College of Law, Australia, 2017
- LL.B., La Trobe University, 2016
- Diploma in Languages, La Trobe University, 2015

## ADMISSIONS

- Supreme Court of Victoria

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## AREAS OF FOCUS

- Mergers and Acquisitions

## REPRESENTATIVE EXPERIENCE

- Reviewing marketing material for compliance with, and advising on risks under, Australian Consumer Law for various clients including not for profits (NFPs).
- Preparing, negotiating and advising on commercial agreements, including distribution agreements and services agreements, for a large global payment technology and gift card provider's Australian and New Zealand operations.
- Advising Sanitarium, one of Australia's largest food manufacturers, on trade promotions and associated advertising.
- Advising on competition and consumer law matters including advice regarding consumer guarantees, warranties and anti-competitive behaviour.
- Negotiating and advising on various transport contracts for a global e-business' transport related operations.
- Advising an e-commerce platform in relation to its licensing agreements.
- Providing regulatory advice on the Franchising Code of Conduct and preparing various franchise documents for franchisors including disclosure documents, franchise agreements, breach notices, termination notices and implementing changes to such documentation as a result of legislation changes.
- Working with international and startup franchisors to establish franchise operations in Australia mostly in the retail industry and the fitness industry.
- Drafting and advising on terms and conditions for consumer goods and trade promotions.