



Michal Kocon

Senior Associate

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OVERVIEW

Michal Kocon is a senior associate in the firm's London office where he is a member of the antitrust, competition, and trade regulation practice group providing end-to-end antitrust and competition representation before the European Commission, the Competition and Markets Authority and other national competition authorities. Michal advises clients on a wide spectrum of competition issues, including cartels, horizontal and vertical agreements, merger clearance, abuse of dominance, antitrust compliance and competition litigation. His work covers, in particular, bringing and defending competition law based complaints, designing global go-to-market and brand erosion strategies, monitoring and enforcing selective distribution systems, drafting and implementing antitrust compliance programmes and assisting clients in obtaining merger control clearance.

PROFESSIONAL BACKGROUND

Prior to joining the firm, Michal was an associate in the Brussels office of an international law firm, where he was a member of the EU Competition Law team. He has also completed a Blue Book traineeship at the European Commission (DG Competition) in 2011-2012.

EDUCATION

- Legal Practice Course, BPP Law School, 2015
- LL.M., Utrecht University, 2011
- LL.B., Aberdeen University, 2010

ADMISSIONS

- Law Society of Ireland
- Solicitor of the Senior Courts of England and Wales
- Solicitor, Brussels Bar (Dutch section, EU list)

LANGUAGES

- Polish

THOUGHT LEADERSHIP POWERED BY HUB

- 12 November 2020, UK Bill Expands Scope for Foreign Investment Intervention (*Alerts/Updates*)
- 28 October 2020, Vertically Challenged - Insight into the EU Commission's Efforts to Update the EU Rules on Vertical Agreements (*Alerts/Updates*)
- 8 September 2020, E-Concessions and Competition Law (*Alerts/Updates*)
- 20 April 2020, COVID-19: Beware Illegal Use of Price Monitoring Tools (*Alerts/Updates*)
- 20 March 2020, COVID-19: Taking Extraordinary Measures at Times of Crisis- COVID-19 and the Boundaries of Cooperation Under European Competition Law (*Alerts/Updates*)
- 30 January 2020, Heightened Enforcement Against Brands' Control of Resale Pricing by Competition Authorities Worldwide (*Alerts/Updates*)
- 7 June 2019, The Pitfalls of Price Monitoring in the EU (*Alerts/Updates*)
- 11 February 2019, Opportunity to Help Shape the Key Rules that Affect How You Sell Your Products in Europe (*Alerts/Updates*)
- 7 August 2018, Continued Antitrust Enforcement Against Non-Compliant Manufacturers in Europe: Significant Penalties Imposed for Fixing Resale Prices (*Alerts/Updates*)
- 12 March 2018, CMA's renewed interest in trade associations (*Alerts/Updates*)
- 01 February 2018, EU Judgment On Banning Sales Via Online Marketplaces - What Does It Mean For Non-Luxury Brands? (*Alerts/Updates*)
- 8 December 2017, Highest EU Court Confirms that Luxury Goods Manufacturers Can Stop Sales on Online Resale Platforms (*Alerts/Updates*)

OTHER PUBLICATIONS

- Co-author, "Vertical agreements in the luxury sector," *Journal of European Competition Law & Practice*, 2020
- "Now screening: Europe," *Ragtrader*, April 2018

AREAS OF FOCUS

- Antitrust, Competition, and Trade Regulation
- European Regulatory

REPRESENTATIVE EXPERIENCE

- Preparation and implementation of global antitrust compliance programme
- Advising a manufacturer of connected products for automakers on a challenge against a holder of standard-essential patents
- Advising a global packaging company on the joint commercialisation of an innovative packaging technology with a competitor
- Representing two major multinational Japanese conglomerates in the European Commission's smart card chips investigation
- Representing Niche Generics and Unichem Laboratories in the European Commission's antitrust investigation into reverse payment patent settlement agreements (pay-for-delay)
- Design and implementation of Prada's go-to-market authorised distributor/reseller strategy
- Representing a pharmaceutical company before the European Commission in connection with the merger control aspects of a JV between Lonza and Ch. Hansen
- Advising Billabong on the merger control aspects of its multi-million acquisition by Boardriders
- Representing Balmoral Tanks in its appeal before the Court of Appeal in relation to the Competition and Markets Authority's information sharing investigation into the supply of galvanised steel tanks for water storage
- Design, implement, monitor and enforce go-to-market authorised distributor/reseller strategy in Europe
- Design, implement, monitor and enforce go-to-market authorised distributor/reseller strategy
- Design, implement, monitor and enforce go-to-market authorised reseller strategy for the JABRA line of products in the EU, APAC and North America
- Advising Euro Car Parts before on merger control aspects of its acquisition of the Andrew Page business
- Advising II-VI on the merger control aspects of its \$3.2 billion acquisition of Finisar Corporation
- Assisting Sealed Air in obtaining merger control clearance in relation to its \$510 million acquisition of Automated Packaging Systems
- Advising First Data on the merger control aspects of the sale of its card processing businesses in parts of Central and Southeastern Europe to SIA
- Representing Ping Europe in its appeal before the Competition Appeal Tribunal against a decision of the Competition and Markets Authority in the Sports Equipment Sector investigation (online sales ban)
- Advising Arena Racing on various competition issues, including regarding the exploitation of media rights
- Representing the International Iron Metallurgical Association in relation to antitrust compliance issues

- Representing the International Molybdenum Association in relation to antitrust compliance issues