

## Josefine Crona

Associate

London

### Biography

Josefine Crona is a member of the Hogan Lovells Commercial team and advises on a wide variety of commercial and regulatory matters, ranging from day to day contracting arrangements and regulatory compliance issues to multi-jurisdictional product launches and strategic commercial projects.

Josefine regularly works with clients to help them navigate the legal and regulatory requirements that apply at all stages of the product lifecycle, providing practical, solution-driven advice on rules relating to product composition and labelling, packaging and claims, and advertising and marketing activities.

Josefine also has experience in helping companies resolve enforcement issues and working with UK authorities such as Trading Standards.

Josefine also advises on a range of commercial contracting arrangements, including manufacturing, supply, distribution, endorsement and sponsorship, logistics and services agreements.

Josefine has a particular focus on the consumer, retail and food sectors and has completed remote secondments with two global food and beverage manufacturers.

### Representative experience



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### Languages

French  
German  
Swedish

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### Practices

Commercial  
Complex Contracting  
Consumer Law  
Food Law  
Marketing and Advertising

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### Industries

Consumer

Advising the British Paralympic Association on its contractual arrangements in preparation for the 2018 and 2020 Paralympic Games.

Advising a global wellness company on regulatory compliance issues for the launch of its nutrition products, including composition, packaging, labelling and claims.

Negotiating a collection of media buying agreements for retail outlets owned by a large property fund.

Advising various companies on compliance with EU and UK regulations on CBD including in food, food supplements, cosmetics and personal care products.

Advising a global food manufacturer on a variety of commercial contracts for its chocolate, food, pet food and drinks brands.

Advising a U.S. media network on regulatory compliance issues with setting up a video-on-demand service in the UK and EU.

Remote secondment advising a world leading beverage company on marketing and advertising compliance, agency and sponsorship agreements.

Remote secondment advising a global food and confectionary manufacturer on a wide range of regulatory queries and commercial arrangements.

Advising a global cosmetics company on managing enforcement actions from Trading Standards, product safety and compliance issues and mitigating strategic risks.

Advising an international hotel business on the expansion of its hotel portfolio, including transitional services arrangements.

Advising on the launch of a large luxury loyalty programme, including drafting and negotiating commercial agreements with over 70 brands.

Advising a market leading food delivery business on consumer contracts, allergen management, food safety and hygiene practices and marketing of HFSS foods.

## Latest thinking and events

- Hogan Lovells Publications
  - Re-open for business in the UK – How to safely re-open shops and retail outlets
- Hogan Lovells Publications
  - Re-Open for Business in the UK – How to plan a safe return to the workplace
- Hogan Lovells Publications
  - Brexit snapshot: Food & Beverage

## Areas of focus

Advertising and Copy Clearance  
Agency and Distribution  
Broadband, Internet, and E-commerce  
Food Compliance and Enforcement  
Consumer Product Safety Regulation  
Consumer Protection and Privacy  
Corporate and Commercial Transactions  
False Advertising and Unfair Competition  
Fashion and Luxury Brands  
Food and Beverages  
Food Advertising and Regulation  
Food Legislation and Regulatory Policy Development  
Food Recalls  
Hotels and Leisure  
International Regulatory Compliance  
Manufacturing  
Product Compliance  
Product Development and Approval  
Regular Contracts and Business Issues  
Retail and Consumer Goods  
Sales Promotions  
Sponsorship

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## Education and

## admissions

### Education

L.P.C., BPP University Law School,  
2015

M.A., University of Cambridge,  
Gonville & Caius College, 2014

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### Bar admissions and qualifications

Solicitor, England and Wales

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