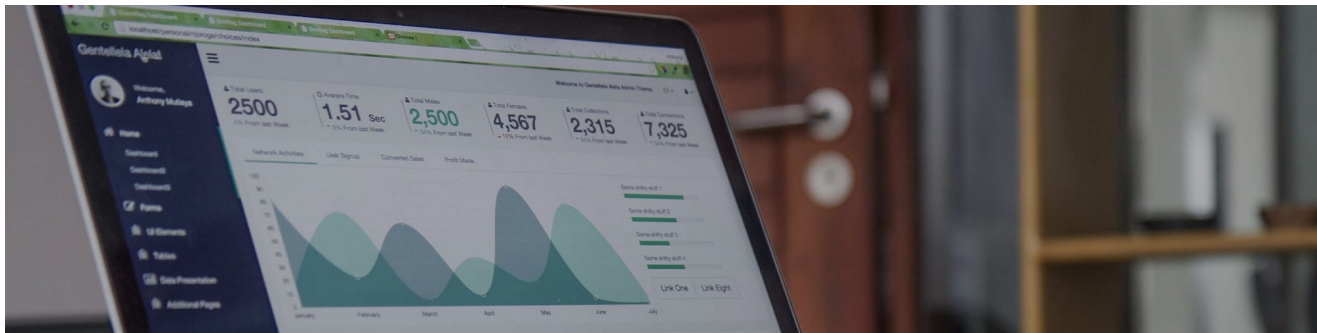


# E-COMMERCE

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**We focus on the law so you can focus on your business.**

Ivy Law, inspired by the word ivy meaning evergreen growth, was founded in 2018 by members with legal proficiency and substantial business insights. We follow a simple pragmatic principle. Our team focuses on the legalities so you can focus on what's important to you, whether it's a new product launch, business expansion or day-to-day commercial operations.

Ivy Law provides legal support to companies and individuals for joint ventures, mergers and acquisitions, dispute resolution, regulatory compliance, corporate commercial and other practice areas, for both domestic and cross border transactions. We have worked with clients across a wide range of industries including retail, real estate, hospitality, startups and e-commerce.

Electronic commerce commonly known as E-commerce is one of the most common and popular platform used in varied sectors for buying and selling of products and services. E-commerce platforms have seen phenomenal growth and the expansion in this sector continues to be infinite. Our team at Ivy Law is aligned with the latest developments in the E-commerce sector and provides comprehensive legal advise to clients while keeping the commercial objectives in mind.

Broadly, our scope of work in E-commerce includes:

- Formulation of suitable business models for e-commerce entities in order to align with business objectives and the legal framework.
- Advising entities and individuals on legalities pertaining to e-commerce activities in order to transact business operations.
- Advising on legal aspects pertaining to internet and e-commerce issues including advising on B2B / B2C trading.
- Conducting internal and external audits to confirm compliance with applicable law and statutory requirements.
- Assisting in drafting, negotiating and vetting of commercial and software licensing contracts, software development contracts, service contracts, e-contracts etc.
- Assisting in drafting of commercial contracts including vendor contracts, business representation agreements, advertising contracts, payment gateway agreements, click-wrap agreements and other ancillary agreements to be entered by an entity or individual during the course of business.
- Advising on data protection and privacy compliances including drafting and vetting of confidentiality agreements and non-disclosure agreements.
- Drafting of website policies, terms and conditions of use, privacy policies and other commercial and statutory policies applicable to e-commerce platforms for conducting business.