

# Aurelija Grubytė

## Associate

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## OVERVIEW

Aurelija Grubytė is an associate in the firm's London office, where she is a member of the Antitrust, Competition & Trade Regulation practice group. Aurelija has experience in a broad range of competition law issues including vertical agreements and horizontal agreements; abuse of dominance; merger clearance; antitrust compliance; and competition litigation.

## PROFESSIONAL BACKGROUND

Aurelija completed her training contract at the firm, during which she gained experience in the Contentious Construction, Corporate, Intellectual Property, Antitrust, Competition & Trade Regulation, and White Collar Crime teams.

Prior to joining the firm, Aurelija served as a litigation paralegal at various City law firms. Her past clients range from UHNI and multibillion-dollar companies to micro-enterprises. She operated within the European and England and Wales jurisdictions and cooperated with counsel from different continents.

## ACHIEVEMENTS

- Recognised by *The Legal 500 United Kingdom* as a Recommended Lawyer for EU and Competition in London, 2026-2027

## PROFESSIONAL / CIVIC ACTIVITIES

- Member of The Competition Section of the Law Society of England and Wales

## EDUCATION

- Legal Practice Course, University of Law, 2020
- LL.B., Lancaster University, 2018

- LL.B. (Erasmus), University of Bergen, 2016

## ADMISSIONS

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

## LANGUAGES

- Lithuanian

## THOUGHT LEADERSHIP *POWERED BY HUB*

- 24 November 2025, Caveat Venditor and Sellers Beware: New Rules require Product Guarantee Information for All Consumer Products
- 17 November 2025, Green Claims, Red Flags: UK Product Descriptions May Fall Foul of the CMA's Green Claims Code
- 2 September 2025, Do Not Bottle the Truth: Major Soft Drinks Company Commits to Correcting its Recycling Claims Under EU Law
- 16 July 2025, European Union Targets SHEIN Over Consumer Law Breaches: What Online Sellers Must Learn Fast
- 29 July 2025, Perfume, Proof, and Parallel Imports: How Coty's Traceability System Won a Trade Mark War
- 27 June 2025, Perfume, Proof, and Parallel Imports: How Coty's Traceability System Won a Trade Mark War
- 20 June 2025, K&L Gates Contributes EU Chapter to American Bar Association's International Publication on Sustainability and Antitrust
- 4 March 2025, Flick the Switch Board: Get Plugged into the Latest UK Guidance on EEE and WEEE
- 11 November 2024, Emma Sleep Hit Snooze on CMA's Guidance and Got a Rude Awakening—A Warning for Online Traders to Check Their Sales Tactics Are Compliant
- 1 August 2024, Lawn and Order: Major Steps Against Greenwashing in Europe
- 13 May 2024, Hairdryer Treatment From UK Competition Regulators: More Red Cards in the Beautiful Game
- 1 February 2024, Competition Law "Leaves its Studs in" on UEFA and FIFA
- 18 December 2023, Antitrust Investigations Into Supply of Construction Chemicals
- 22 November 2023, Black Friday, Cyber Monday, Flash Sale…? Make Sure You Know the Rules
- 31 July 2023, UK Sanctions Update–July 2023

- 3 July 2023, UK Sanctions Update–June 2023
- 16 June 2023, PRA Enforcement Changes - The Good, the Bad, and the Ugly
- 11 April 2023, Europe: Significant Changes Proposed to Market Abuse Regulation in the UK
- 14 March 2023, Why CMA, What Large Teeth You (Could) Have! Take Care to Heed the ASA and CMA's Warnings Against Misleading Advertising
- 7 February 2023, This Is Your (Antitrust) Captain Speaking: Fasten Your Seatbelts and Comply With Competition Law
- 23 December 2022, The Battle of the Supermarkets Vol. 2 – GINgle Bells, GINgle Bells, GIN All the Way
- 21 December 2022 , The 'Standard' of Use Evidence in the EU – Advertising and Promotion Can be Enough to Show Genuine Use of a Service Without That Service Actually Crossing the Pond
- 12 December 2022, The Battle of the Supermarkets – Evergreening of Trade Marks and Potential Bad Faith
- 23 November 2022, Ensure Your Discount Communications are Compliant Before You Hop on the Sales Season Omnibus!
- 2 November 2022, CMA Blocks Meta/Giphy – It Might Be the Meta Universe but We're Living in the CMA's World
- 5 October 2022, Keep an Eye on Your Mailbox – Appoint a UK Representative for Trade Marks Filed Through WIPO
- 19 September 2022, Can Dawgs Free-Ride on Bulls – Interpretation of Unfair Advantage for UK Trade Marks

## AREAS OF FOCUS

- Antitrust and Competition
- European Regulatory
- International Trade, Investment Controls, and National Security

## INDUSTRIES

- Consumer Beauty and Aesthetics
- Consumer Goods and Services
- Healthcare
- Luxury Products and Fashion
- Technology

## EMERGING ISSUES

- ESG - Sustainability and Responsible Business

## REPRESENTATIVE EXPERIENCE

- Advising marine electronics manufacturer Navico Group (maker of the Lowrance, Simrad, B&G, and C-MAP brands) on the design, implementation, and enforcement of its EU and UK distribution and supply strategies.
- Advising SharkNinja, a leading producer of high-quality home devices and appliances, on all aspects of its distribution strategy in the United Kingdom and European Union. Assisting in complex negotiations with major sales partners of SharkNinja, as well as design and advise on commercial, expansion, and go-to-market strategies, in particular focusing on selective distribution, compliance, pricing, and discounting strategies.
- Advising leading phone accessories brand Otterbox on the design, implementation, and enforcement of its EU selective distribution strategy.