



Belinda Tralli

Senior Associate

Melbourne
+61.3.9205.2009

Belinda.Tralli@klgates.com

OVERVIEW

Belinda is a senior associate in the corporate practice group in Melbourne. Her commercial law practice consists of preparing, negotiating and advising on all aspects of contracts in a variety of industry sectors, from day-to-day business operations to complex commercial transactions.

Belinda's focus areas are:

- Supply chain including warehousing, road transport and logistics, alternative last mile delivery modes, manufacturing, supply, licensing, agency and distribution;
- Procurement of high value or complex goods and services;
- Sports, fashion and entertainment; and
- Trade promotions including compliance advice, terms and conditions and review of marketing collateral.

Belinda is also the Associate Pro Bono Liaison of the Melbourne office, and a member of the pro bono committee in the Melbourne office. She has a strong commitment to pro bono work and provides pro bono support to Victorian and nationally recognised charities and nonprofit organisations including:

- Commercial agreements such as sponsorship agreements;
- Assistance with all aspects of trade promotions; and
- Corporate advice and preparation of documents.

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

THOUGHT LEADERSHIP *POWERED BY HUB*

- 5 August 2024, Running Marketing Campaigns in Australia Involving Prize—What You Need to Know

OTHER MEDIA MENTIONS

- Mentioned, K&L Gates: Serving Humanity through legal practice, *Australian Pro Bono Centre*, June 2024

AREAS OF FOCUS

- Mergers and Acquisitions

INDUSTRIES

- Transportation and Logistics

REPRESENTATIVE EXPERIENCE

Supply Chain

- Acting for a global lubricants manufacturer to establish its national distribution centre, including negotiation of the warehousing services agreement with a global 3PL provider.
- Preparing supply and distribution agreements for an electronics company and regularly reviewing and advising on distribution agreements for this company in respect of its dealings with suppliers and manufacturers globally.

- Localising of various supply chain documents, including a warehouse and logistics agreements for a global e-commerce business headquartered in China and a transport services agreement for a global wholesaler headquartered in the US, and advising on the same, including in respect of unfair contract terms.
- Providing advice to a US manufacturer prior to entering into the Australian market.
- Preparation of a facilities management agreement between a service provider and a large transport provider.
- Advising an Australian manufacturer on the establishment of its international distribution network.

Procurement

- Reviewing and advising on agreements for the procurement of various warehousing goods and services for a global e-commerce business, including material handling equipment, chutes, packaging and WHS services.
- Reviewing and advising on agreements for the procurement of various goods and services, including consumables, PR and comms services, insurance services and training services for a global e-commerce business.
- Advising on and implementing a mass termination of agreements to affect the wind down of a services arrangement for a global e-commerce business.
- Preparing and negotiating agreements for various partnership arrangements between a global e-commerce business and its various marketing agencies.
- Advising on a national fleet program arrangement, preparing and reviewing agreements for such arrangement for a global e-commerce business.
- Preparing RFP documents to assist a global e-commerce business to engage providers of procurement services.
- Conducting contract law training sessions for the procurement team for the Australian offices of a multinational infrastructure company.

Trade Promotions

- Drafting template terms and conditions and a trade promotion handbook for the Australian operations of an American software company.

Pro Bono and Community Service

- Providing pro bono support to FightMND, Australia's leading MND foundation, in respect of corporate structuring and commercial contracting.
- Assisting with visa applications at one of Australia's largest not-for-profit providers of free legal services in immigration and refugee law.
- Assisting in the preparation of submissions for a wildlife charity in respect of a state government inquiry into wildlife roadkill in Victoria.
- Preparing terms and conditions and fundraising guidelines for a charity fundraiser.

- Drafting a sponsorship agreement template for a nonprofit consulting firm.

Other Experience

- Acting for Melbourne Fashion Festival with respect to its naming rights partnership with a multinational technology company and online payment service.
- Acting for Melbourne Fashion Festival to establish various partnership arrangements.
- Advising a global e-commerce organisation on the legality of surveillance through GPS tracking of parcels.
- Acting for Australian Professional Leagues in respect of licencing, broadcasting and sponsorship 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.