

Distribution Law— A Merger of Disciplines

Distribution law represents a merger of legal disciplines—contract law, antitrust law, franchise law, trademark law, and the still emerging field of law involving e-commerce, to name just a few. The Antitrust, Franchise and Trade Regulation Section of the Virginia State Bar chose the theme of distribution law for a series of articles in the *Virginia Lawyer* because the topic includes many of the specialized legal disciplines of particular interest to section members, and is also a topic that is relevant to the general business practitioner.

In the first article, we provide an overview of the major legal considerations in the establishment of a distribution policy. The second article focuses more particularly on franchising, and how to determine when your client's business may be a franchise. Of course, a section presentation would not be complete without an antitrust article—the third article addresses the applicability of antitrust laws to e-commerce and the antitrust challenges for suppliers and distributors posed by e-commerce. We conclude with an article on distributorship termination.

We urge members of the Virginia State Bar who have a business practice to join the Antitrust, Franchise and Trade Regulation Section. As a member, you will receive quarterly newsletters published by the section with a legal update of significant cases and legislation in the areas of the law of particular interest to section members and their colleagues. Membership also provides an opportunity to take part in the section's presentation at the annual meeting of the VSB in Virginia Beach.

We hope that you enjoy this issue and that we will see many of you among our ranks in the near future.

Board of Governors, the Antitrust, Franchise and Trade Regulation Section.