

Partner, Brussels and London
Antitrust/Competition



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Education

Legal Practice Qualification, College of Law at York, 1995

Bachelor Degree, Bristol University, 1992

Hanover University, 1991

Bar Admissions

Brussels

England & Wales

Languages

English

German

Edward W. (Bill) Batchelor has 20 years of EU and U.K. competition law experience and focuses his practice on conduct investigations, including abuse of dominance, cartels and vertical agreements. Mr. Batchelor also regularly represents clients on EU and global merger control matters and litigation, and provides counsel on distribution and collaboration agreements in complex and highly regulated industries, such as health care, financial services, insurance, media and entertainment, and gambling, among others.

Mr. Batchelor has spent time working in Brussels, London and Washington, D.C., as well as at EU and U.K. competition authorities. He has been recognized as a leader in his field in publications and rankings such as *Chambers Global*, *Chambers Europe*, *IFLR1000*, *Lexology Index: Competition*, *The Legal 500* and *Lawdragon's 500 Leading Global Antitrust & Competition Lawyers* and *500 Leading Global Litigators*, as well as *Benchmark Litigation*, in which he was named a 2025 Litigation Star for Competition/Antitrust. Mr. Batchelor serves as vice chair of the British Chamber of Commerce's Competition Law and Brexit committees, as well as vice chair of the American Bar Association's Antitrust Section Pharmaceuticals and Healthcare Committee.

Among his recent experience, Mr. Batchelor has:

- represented Netflix, Inc. in its proposed US\$82.7 billion acquisition of Warner Bros. Discovery, Inc. and acquisition of The Roald Dahl Story Company Limited, which manages the literary works, copyrights and trademarks of author Roald Dahl
- represented ByteDance Limited before the General Court in the company's challenge against the European Commission's decision to designate ByteDance's TikTok platform as a "gatekeeper" under the EU's new Digital Markets Act
- represented Adobe Inc. in the antitrust aspects of its proposed (but terminated) US\$20 billion acquisition of Figma, Inc.
- represented Activision Blizzard Inc. in its US\$75 billion acquisition by Microsoft Corporation. This is the largest-ever technology deal and the largest-ever gaming industry deal
- represented PayPal in the phase 2 Competition Markets Authority (CMA) inquiry into the US\$2.2 billion acquisition of iZettle, securing clearance without conditions
- represented Viagogo in the phase 2 CMA inquiry into its US\$4 billion acquisition of StubHub, securing clearance with remedies
- represented Sabre in the phase 2 CMA inquiry into its US\$360 million acquisition of Farelogix and subsequently in the appeal proceedings before the Competition Appeal Tribunal
- represented Zuber and Mohsin Issa, owners of EG Group, and TDR Capital LLP, in the phase 1 CMA inquiry into their US\$8.7 billion acquisition of a majority stake in ASDA Group Limited from Walmart Inc., securing clearance with remedies
- represented Gilead Sciences, Inc. in its US\$5.1 billion transaction with Galapagos NV. This transaction was named M&A Deal of the Year at the *IFRL1000 Europe 2020 Awards*
- represented Dyson before the EU courts challenging labeling regulations favoring competing vacuum cleaners. This case was named an Impact Case of the Year at the *Benchmark Litigation 2020 Europe Awards*

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- represented Warner Bros. in settling the European Commission's cross-border pay-TV investigation
- represented ZeniMax in settling the European Commission's video games investigation
- represented a major automotive parts supplier in a European Commission auto parts investigation
- advised on merger control and joint ventures in relation to the BP/ Nova styrenics joint venture (for BP); Cisco/WebEx (for Cisco); Bain/American-Standard (for American Standard); OTPP/Camelot (for OTPP); Canal+/TVN (for Canal+); Warner Bros./Eyeworks (for Warner Bros.); and ADM/Wilmar (for ADM)
- annulled a cartel decision and fines of €519 million involving the synthetic rubber cartel
- annulled a €119 million fine involving the GIS cartel
- secured one of the lowest negotiated settlements in the seven-year-long DRAM investigation, halving the fine in the Windows Mountings case based on financial distress
- secured immunity or substantial leniency discounts in the pipe fittings, citric acid and sodium gluconate cartels
- settled the investigation of a large multinational bank in the EU Belgian banks cartel investigation
- settled the 9/11 aviation insurance cartel inquiry on behalf of a major reinsurer
- represented a pharmaceutical company before the General Court in an alleged "reverse payment" settlement agreement
- represented KirchMedia (now Infront), and subsequently FIFA, before the EU courts reversing EU decisions mandating free-to-air coverage of the FIFA World Cup

Recent Publications

- "EU Proposes Safe Harbour on Patent Licensing Negotiation Groups," *Skadden Publication*, October 2025
- "UK Supreme Court Clarifies Rules on Fiduciaries, Bribery and Disclosure," *Skadden Publication*, August 2025
- "U.S., U.K. and EU Decisions Buoy Antitrust Cartel Enforcement in Labour Markets," *Skadden Publication*, August 2025
- "Merger Control in a Changing Global Context: Four Key Themes for Dealmakers," *Skadden Publication*, July 2025
- "A Deep Dive Into Intermediary Remuneration as the UK Supreme Court Considers Its Legality," *Skadden Publication*, May 2025
- "UK Competition Authority Launches Consultation on Merger Remedies: A Shift Toward Flexibility and Growth?" *The M&A Lawyer*, April 2025
- "UK Competition Authority Launches Consultation on Merger Remedies: A Shift Toward Flexibility and Growth?" *The M&A Lawyer*, March 2025
- "UK Tribunal's First Ruling Against Collective Action Holds Telecoms Pricing Not Excessive," *Skadden Publication*, December 2024
- "EU Rulings Reflect Increased Antitrust Scrutiny of Sports Governance in Parallel With the US," *Reuters Legal News*, December 2024
- "CMA's Growth Agenda: UK Competition Authority May Loosen Position on Merger Remedies," *Skadden Publication*, December 2024
- "New UK Competition Regime Comes Into Force 1 January 2025," *Skadden Publication*, December 2024
- "European Commission Blocked From Reviewing Below-Threshold Mergers," *Skadden Publication*, September 2024
- "EU Court Upholds Commission's Power To Demand Data Held by Foreign Companies," *Skadden Publication*, August 2024
- "EU Cleantech Policy: Navigating the Regulatory Maze For Investors," *Financier Worldwide*, July 2024
- "European Commission Turns Focus to Competition in Labour Markets, Targeting Wage-Fixing and No-Poach Agreements," *Skadden Publication*, June 2024
- "U.K. Revamps Merger Control, Expanding CMA's Jurisdiction and Making Procedures More Flexible," *Thomson Reuters' FinTech Law Report*, May-June 2024