



Franchise

DLA Piper's Franchise practice is a national and international leader in franchise law, having helped to shape the field from its inception. Many of the world's largest and most innovative restaurant chains, hotels, retailers, and service providers rely on us to help them successfully establish franchise or related distribution systems and navigate their expansion into new markets around the globe.

Our global Franchise practice is ranked tier one globally by all major legal directories. With lawyers located in all of the world's key jurisdictions, we are the leading law firm for businesses seeking counsel on franchising matters. For companies that are expanding nationally and for multinationals that are expanding their businesses across the globe, we are the go-to firm, having represented clients in franchise transactions in more than 100 countries. We have considerable experience in assisting established and emerging companies in a wide range of industries, from retail and fashion, food and beverage, and hospitality and leisure to high-technology, consumer, and professional services of all descriptions.

We serve as General Counsel to the International Franchise Association, the major trade association for the franchise industry. Additionally we are affiliate members of other national franchise associations in key global markets, including the British Franchise Association and its affiliation to the European Franchise Federation as well as the Germany Association for Distribution law. We also are closely affiliated with organizations in Australia, China, and Russia. We represent clients across the entire spectrum of businesses that have adopted franchising as a means of distribution and cover a broad scope of size and experience, from entrepreneurs and startup companies that are establishing new programs to the largest franchisors, manufacturers and distributors. Our clients manage franchise networks that range from dozens to thousands of outlets as well as trading globally through online and mobile media channels. While the majority of our clients are franchisors, we also represent multiple-outlet franchisees, area developers, and master franchisees. We also handle franchising joint ventures and a wide variety of franchise-related corporate, real estate, technology, data privacy, finance, environmental, tax, and other matters.

CAPABILITIES

- Structuring and documenting franchise programs
- Advising companies on structuring alternative distribution relationships that avoid regulation

KEY CONTACTS

Richard G. Greenstein
Partner
Atlanta
T: +1 404 736 7816
rich.greenstein@dlapiper.com

Iain Bowler
Partner
London
T: +44 (0)20 7796
6311
iain.bowler@dlapiper.com

RELATED SERVICES

- Antitrust and Competition
- Commercial Contracts
- Employment
- Finance
- Intellectual Property and Technology
- International Arbitration
- International Tax Counsel
- International Trade
- International Trade, Regulatory and Government Affairs
- Mergers and Acquisitions
- Real Estate
- Technology Transactions and Strategic Sourcing

under franchise laws

- Preparing disclosure documents, counseling on applicable registration requirements and compliance with disclosure regulation
- Restructuring existing franchise relationships
- Franchise and dealership terminations and transfers and counseling on compliance with relationship regulation
- Representing franchise and distribution companies in litigation, arbitration, mediation and other alternative dispute resolution techniques
- Structuring advertising funds and developing advertising programs and materials
- Developing supply programs for franchisees
- Expansion into new markets through master franchising, area development relationships, joint ventures and other structures

RELATED SECTORS

- Hospitality and Leisure
- Industrials
- Life Sciences
- Retail
- Technology

EXPERIENCE

- Act as franchise counsel to one of the world's leading oil and gas companies on matters relating to its domestic and international mini market chains, and handled the sale of a refinery and related distribution and retail assets in a \$2.5 billion transaction
- Representing a major hotel franchisor in connection with its international franchise operations in nearly 50 countries. This multi-jurisdictional project involved DLA Piper's franchise lawyers advising on local contractual and regulatory issues in each jurisdiction
- Continuing representation in all international franchise matters for global icon fashion retailer which, like some other US brands, does not franchise in the US but is exploring the franchising technique to expand rapidly outside the US
- Served as franchise counsel to a private equity firm in its acquisition of a portfolio of leading food service brands, including some of the leading consumer brands. Provided ongoing counsel for domestic franchise activities and international franchise expansion

INSIGHTS

Publications

Law à la Mode: Beauty Trends: 5 Key Beauty M&A deals; Street art and fashion; Word from the industry's mouth; The rise in innovative retail services; and more

20 MAY 2019

[LAW À LA MODE SERIES](#)

The Moroccan editorial team is delighted to bring you the 28th edition of Law à la Mode, the quarterly legal magazine produced by DLA Piper's Consumer Goods & Retail Sector Group for clients and contacts of the firm worldwide.

Intellectual Property and Technology News (Asia Pacific) May 2019

15 MAY 2019

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Intellectual Property and Technology News (Asia Pacific) is our biannual publication designed to report on worldwide development in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

Top franchise developments of 2018

11 APR 2019

DLA Piper IPT attorneys Barry Heller, John Hughes and Karen Marchiano recently conducted a webinar reviewing 2018's top franchise developments. Two stand out from the rest.

Sharpen your pencils: California AG's Office announces start of its important CCPA pre-rulemaking and schedule for issuing its important CCPA rules

13 FEB 2019

Because the CCPA is littered with drafting errors and confusing definitions, this AG rulemaking is extremely important.

California Consumer Privacy Act: what's new for retailers?

23 JAN 2019

Particular features of the CCPA affect the retail industry in unique ways.

Getting the Deal Through: Franchise 2019

JUL 2018

Philip F. Zeidman is the contributing editor of *Getting the Deal Through: Franchise 2019*.

News from our Franchise team

28 JUN 2018

Who's Who Legal, *Franchise Times* and The International Franchise Association have recognized our Franchise team.

Top franchise cases of 2017

30 MAR 2018

DLA Piper Franchise lawyers Barry Heller, John Hughes and Karen Marchiano recently conducted a webinar reviewing 2017's top franchise decisions.

New Australian employment law changes the game for Australian franchisors

27 OCT 2017

FRANCAST SERIES

The Fair Work Amendment (Protecting Vulnerable Workers) Bill 2017 could cause many of the 1,100 franchisors offering franchises in Australia to be held liable for any failure by their franchisees to adhere to employment and labor laws.

NEWS

DLA Piper announces launch of Artificial Intelligence practice

14 MAY 2019

DLA Piper announced today the launch of its Artificial Intelligence practice, which will focus on assisting companies as they navigate the legal landscape of emerging and disruptive technologies, while helping them understand the legal and compliance risks arising from the creation and deployment of AI systems.

DLA Piper announces partnership promotions for 2019

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

DLA Piper successfully defends Samsung Electronics against Dyson

29 MAR 2019

DLA Piper acted on behalf of Samsung Electronics GmbH to lift a temporary injunction obtained by Dyson AG in January 2018 from the District Court of Düsseldorf. The injunction prohibited Samsung from making certain advertising statements for battery-powered vacuum cleaners. As some of the prohibited statements were also on the packaging this led to a de facto ban on the sale for the battery-powered vacuum cleaner.

DLA Piper hosts leading business and diplomacy conference

14 MAR 2019

DLA Piper's London office has hosted the Annual Conference of the International Diplomatic and Business Exchange (IBDE).

DLA Piper announces launch of Blockchain and Digital Assets practice

26 FEB 2019

DLA Piper announced today the launch of its Blockchain and Digital Assets practice, which will offer strategic advice on a global basis to address the needs of companies implementing blockchain technology solutions and creating and deploying digital assets.

DLA Piper joins Governing Council for Hedera Hashgraph

20 FEB 2019

DLA Piper has joined the initial group of Governing Council members for Hedera Hashgraph, a next-generation public ledger designed to have highly diversified governance and the most distributed consensus at scale. The announcement was made at

Hedera Hashgraph's first annual summit in Seoul, Korea.

As part of the council, DLA Piper will help oversee changes to the software run by millions of Hedera distributed nodes over time. The governing council has been established to ensure stability and guaranteed continued decentralization to the Hedera Hashgraph distributed public ledger.

DLA Piper bolsters Data Protection practice

4 FEB 2019

DLA Piper in Germany has hired Intellectual Property & Technology of counsel Prof Dr Jürgen Taeger, who joined the firm's Cologne office with effect from 1 February 2019.

DLA Piper expands new Dublin office with four-partner hire

9 JAN 2019

DLA Piper today announces the appointment of four new partners from highly-regarded Irish firms to its newly opened Dublin office into four key practice areas of Finance and Projects (F&P), Corporate, Intellectual Property and Technology (IPT) and Employment. These hires follow the appointment of Corporate partner David Carthy as Ireland Country Managing Partner in May 2018.

Technology sector poised for big data wave in finance and sales departments – DLA Piper European Tech Index

12 DEC 2018

Harnessing big data is becoming standard practice for IT and marketing teams in technology, but DLA Piper's 2018 Tech Index reveals that a revolution may now be underway in finance and sales departments as well. Responses from 350 tech sector senior executives in Europe indicate that compared to 2016, organizations are increasingly identifying new opportunities in these additional departments, indicating a move towards widespread adoption of big data in the tech sector.

DLA Piper wins Legal Adviser of the Year and recognized as UK Top Performer 2018 by Global Sourcing Association

25 MAY 2018

DLA Piper's Global Co-Head of Technology Sector, Kit Burden, was last night named Legal Adviser of the Year at the Global Sourcing Association (GSA) UK Top Performers and Professional Awards, held at the Hilton Manchester Deansgate

DLA Piper announces partnership promotions for 2018

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

DLA Piper launches Intellectual Property and Technology practice in Luxembourg

3 APR 2018

DLA Piper Luxembourg is pleased to announce the launch of its Intellectual Property and Technology (IPT) practice, with the appointment of Olivier Reisch as partner and head of the practice.

DLA Piper Romania hosts a GDPR-focussed data protection conference alongside Wolters Kluwer

28 MAR 2018

On 19 March 2018, DLA Piper in Romania hosted a "Data Protection Conference" in Bucharest, in partnership with Wolters Kluwer. The event focussed on the specific rules and practical aspects of processing personal data of customers and employees, from both a GDPR and ePrivacy perspective.

Businesses still not fully aware of Data Protection issues

31 JAN 2018

DLA Piper has released its second Data Privacy Snapshot report, finding that once again, company global privacy programs have gaps in meeting increasingly demanding global privacy principles. Significantly, it appears that many companies are falling short of data protection obligations under the General Data Protection Regulation (GDPR), which will start to apply from 25 May 2018.

DLA Piper invited to participate in the GDPR conference organised by the National Supervisory Authority for Personal Data Processing in light of the forthcoming European Data Protection Day

31 JAN 2018

DLA Piper is proud to announce that Head of Intellectual Property & Technology in Bucharest Ana-Maria Andronic, and Intellectual Property & Technology senior associate, Alexandru Campean, were invited to speak at the "General Regulation on Data Protection" conference held on 26th January 2018. The event was held at the Parliament Palace and was organised by the National Supervisory Authority for Personal Data Processing.

DLA Piper names new global and US co-chairs for Intellectual Property and Technology practice

8 JAN 2018

DLA Piper has named Frank Ryan co-chair of the firm's global Intellectual Property and Technology practice and Ann Ford co-chair of its US IPT practice, both effective January 1.

Six months until GDPR: companies still reporting low levels of preparedness

15 Nov 2017

For the over 200 organisations responding to DLA Piper's Data Privacy Scorebox online survey tool since the start of the year, the average alignment score with all key international data privacy principles was 31.5%, as against an 38.3% average score for respondents in the 2016 calendar year.

DLA Piper launches Global Contract Laws v2.0

7 Nov 2017

DLA Piper has launched a newly updated version of its *Global Contract Laws* online resource. *Global Contract Laws v2.0* covers laws from more than 50 countries, including the UK, the US, Australia, China, and Germany, as well as new countries in Asia and

South America.

DLA Piper again honored as Law Firm of the Year in three categories at Juve Awards

27 OCT 2017

At yesterday's presentation of the JUVE Awards in the Alte Oper in Frankfurt am Main, DLA Piper celebrated winning the Law Firm of the Year award in the categories *Media and Technology*, *Trademarks and Unfair Competition*, and *Media*. In addition, DLA Piper was also shortlisted for Law Firm of the Year in the categories *Private Equity & Venture Capital* and *Intellectual Property*. Last year, the firm won three awards in the categories *Distribution/ Trade and Logistics*, *Insurance* and *Company Succession and Trusts*.

DLA Piper named one of the most innovative law firms in Europe by the Financial Times Innovative Lawyers Europe Report 2017

6 OCT 2017

DLA Piper is one of the top five most innovative law firms in Europe according to the Financial Times Innovative Lawyers Europe report 2017.

Now in its twelfth year, the FT Innovative Lawyers Report assesses lawyers on their innovation both for clients and in their own businesses. It is one of the top legal rankings in Europe and the accompanying awards are widely regarded as the best researched in the market.

DLA Piper launches new platform for *Guide to Going Global* series

20 SEP 2017

DLA Piper has launched a new platform featuring its *Guide to Going Global* series, an online resource designed to help companies operating and growing their international businesses.

DLA Piper recruits patent litigator Dr Philipp Cepl as partner for Cologne office

13 Jul 2017

DLA Piper is pleased to announce that it has successfully recruited Dr Philipp Cepl, a high-calibre patent litigator, as a new partner for its German patent practice, to the Cologne office. He joins from Allen & Overy and together with Dr med Kokularajah Paheentharajah, who joins as Senior Associate, they will take up their post at DLA Piper with effect from 1 October 2017.

DLA Piper advises Link Group on £888 million (AU\$1.49 billion) acquisition of Capita Asset Services

10 Jul 2017

DLA Piper has advised Australian company Link Group (ASX: LNK) on the acquisition of UK-based Capita Asset Services division (CAS) of Capital Plc for £888 million (AU\$1.49 billion). Link Group was selected as the successful bidder following a competitive sale process. DLA Piper also advised Link Group on the related acquisition debt financing of £485 million (AU\$815 million).

DLA Piper advises Beijing BDStar Navigation Co., Ltd on the purchase of an interest in the in-tech Group

19 Jun 2017

DLA Piper has advised BDStar as part of a bidding procedure on the acquisition of an interest in the company in-tech GmbH, a supplier for the digitization and the development in the area of automotive, machinery and transportation systems.

DLA Piper berät Beijing BDStar Navigation Co., Ltd beim Erwerb von Anteilen an der in-tech Gruppe

19 Jun 2017

DLA Piper hat die BDStar beim Erwerb einer Beteiligung an der in-tech GmbH, einem international agierenden Spezialisten für Digitalisierung und Entwicklung in den Branchen Automotive, Maschinenbau und Verkehrssysteme, beraten.
