



Erik B. Wulff

Partner

Washington, DC
T: +1 202 799 4271
F: +1 202 799 5271

Erik Wulff has a broad-based practice in global brand expansion for consumer products and services companies.

He has extensive experience in all aspects of representing clients in expanding their brands internationally and domestically through various collaborative forms, such as franchising, licensing, distribution, acquisition and joint venture arrangements. Erik is a former member of the board of directors of a New York stock exchange-listed company and, as president of its international division, was instrumental in developing its business abroad.

EXPERIENCE

REPRESENTATIVE EXPERIENCE

- Represented a multi-brand retailer of apparel and personal care products in establishing retail sales and distribution systems throughout the Middle East, Eastern Europe and Latin America
- Represented a manufacturer of unmanned ground vehicles to structure a governmental and industrial sales and distribution system, including distribution for military and law enforcement purposes in the Middle East
- Represented multi-brand global hotel company in connection with worldwide exclusive development ventures for several hotel brands
- Represented multi-brand global hotel company in acquiring a hotel system operating in Europe and South America, coupled with long term co-development rights
- Represented a PE company in structuring high-technology based multi-brand food delivery service system in the US
- Represented a global coffee company in structuring distribution and service systems in the US
- Represented a luxury apparel and accessories company in establishing a global distribution system, including retail sales and distribution arrangements in various countries in Asia (Japan, Korea, Philippines)
- Represented major real estate company in structuring master franchise arrangements in Brazil, India, China, Malaysia and Indonesia
- Represented multi-brand global hotel company in establishing a joint venture to develop and manage multiple hotel brands in countries throughout the Mediterranean, North Africa and Eastern Europe

RELATED SERVICES

- Mergers and Acquisitions
- Corporate
- Franchise

RELATED SECTORS

- Hospitality and Leisure
- Real Estate

- Represented multi-brand global hotel company in establishing operations in China through various means, including master franchise, joint venture, management license and direct cross-border franchise arrangements
- Structured numerous domestic franchise and product distribution systems, including area development, area representation and single unit franchise and distribution arrangements
- Counseled franchise, distribution and software companies on systemic changes and market withdrawals, including protracted negotiations with franchisee associations in connection with restructuring of franchise systems and attendant litigation
- Represented franchise companies in connection with acquisitions and divestitures of franchise systems and integration of acquired systems
- Represented international franchise and product distribution companies in connection with direct franchising, transnational franchising, joint venture, master franchise, multi-unit development and exclusive distribution transactions throughout the world, including Europe, Asia, Latin America, and the Middle East
- Advised domestic and international franchising companies with respect to US and foreign franchise disclosure obligations and related legal compliance matters

CREDENTIALS

Admissions

- District of Columbia

Recognitions

Erik has been recognized by his peers in *Chambers Global* for having done "a lot of international [franchising] work on a sophisticated level," as well as having been praised by "market sources for 'the quality and sophistication of his work.'" The directory has noted that Erik "has significant experience in assisting expanding international brands, and is praised by clients for his commercial awareness." Clients have praised him as "super smart, capable of great things and a guy to look out for," cited his "wealth of experience in the sector and highlight[ed] his in-depth knowledge of both international franchising issues and 'the specific issues that will come up in a given country.'"

Chambers USA has also repeatedly recognized Erik for his practice in the US. Clients have regarded him as "one of the leading international franchise lawyers in the country" who is "practical and very deal-oriented." "Peers note his highly developed corporate and tax practice, and one remarks: '[H]e's a go-to person for companies expanding internationally; he's talented with great insights from working in-house.'"

Erik also has been listed in *Who's Who Legal: The International Who's Who of Business Lawyers*, *Who's Who Legal: The International Who's Who of Franchise Lawyers* and as a *Franchise Times* Legal Eagle for many years, and he is listed in Washington, DC's *Best Lawyers* 2016 for franchise law.

Education

- J.D., Indiana University 1976
cum laude
- B.S., Indiana University 1973
with distinction
Member, Beta Gamma Sigma

Memberships

Erik is active in the ABA's Section of International Law, currently serving as the Liaison to the Bar Council of India and as a member of the ABA Task Force on International Trade in Legal Services. He has served as Chair of the Public International Law Division, co-chair of the India committee, chair of the International Commercial Transactions, Franchising and Distribution Committee, chair of the ILEX committee (including ILEX Cuba, ILEX India, ILEX South America and ILEX New Zealand/Australia), and former member of the Task Force on the International Criminal Court. Erik also is active in the ABA Forum on Franchising

and is a former member of its Governing Committee (1988 –1991) and a former associate editor of the *ABA Franchise Law Journal*.

INSIGHTS

Publications

- Co-Author, "Franchising in India: The Time is Right," U.S.-India Business Council Legal Services Newsletter, Spring 2014
- Co-author, "DLA Piper Weighs In on Latest 'Relationship' Legislation," *BlueMauMau.org*, (November 18, 2013)

Events

Previous

IFA Legal Symposium

8 MAY 2018
IFA Legal Symposium

- Co-panelist, "Liberalization of the practice of law in India," ABA International Section Spring Meeting, Washington, DC (May 2015)
- Presenter, "Improving Client Communications," IFA Legal Symposium, Washington, DC (May 2012)
- Co-Chair of ABA Section of International Law conference "US and India: Key Legal Aspects of Cross Border Business" Mumbai, India (2012)

NEWS

DLA Piper advises OYO Hotels & Homes in its acquisition of Hooters Casino Hotel Las Vegas

4 September 2019

DLA Piper represented India-based OYO Hotels & Homes in its acquisition, along with hospitality investment firm Highgate, of the Hooters Casino Hotel Las Vegas.

DLA Piper lawyers and practices were highlighted in the 2017 directory of Who's Who Legal

22 DEC 2017

DLA Piper is pleased to announce *Who's Who Legal* designated us as both the Real Estate Firm of the Year and the Franchise Firm of the Year for 2017.
