

## **French Practice**

### **Franchising**

We help franchisors vet through contracts and customize it to their needs and preference. The document is written with utmost regards to help them make sound business choices. While the contracts are drafted to be user-friendly to both the franchisors and franchisee, rest assured that safeguarding our clients' interest is still our priority.

#### **Manage relationships and expectations**

With our vast experience in franchise, we can help you manage the expectation and relationship between you and the franchisee and provide legal advice for the growth of your business.

Among others, we help our clients record any ownership changes at the franchise level, matter with regards to the renewal of franchise rights, and also construct franchisee advisory councils and advertising cooperatives.

In the event of bankruptcy and receivership situations, we can provide solutions and propose arrangements to protect our client's interests.

#### **Compliance with franchise law**

We prepare Franchise Disclosure Documents to comply with the legal requirements but at the same time, it is concise, efficient and user-friendly. Our expertise includes rules and risk of marketing the franchise opportunity, online and off, directly and through brokers.

#### **Implement brand standards**

We put great emphasis on making sure that the client's brand is not compromised by sub-standard practices. Therefore we help create compliance programs and processes to ensure conformity of the image and consistency of operation among franchises.

### **Licensing, selective distribution, distribution agreements**

We counsel our clients on other business initiatives in the area of co-branding, licensing arrangements and alternative distribution channels (licensing, selective distribution).

### **Litigation and dispute resolution**

#### **Business and finance transactions**

We act as special counsel for due diligence for franchisors and private equity investors to acquire brands. (We help brand owners implement their exit strategies.)

Our team is also experienced in a wide range of business and finance transactions, including franchise buybacks, securitization, lending arrangements, management agreements and joint ventures.

## **Commercial leases and commercial conveyancing**

### **Trademarks**

#### **Distribution and supply chain**

Our services include drafting purchase and sale agreement, payment mechanisms, letters of credit, warranties, commissioned agency and sales representatives' arrangements and anti-trust issues and cross border sales agreements involving INCOTERMS and the United Nations Convention on the International Sale of Goods.

As part of our Franchising practice, we help franchisors structure approved supplier and distributor programs.

### **Domain Names, Internet and Technology**

#### **Advertising and trade regulations**