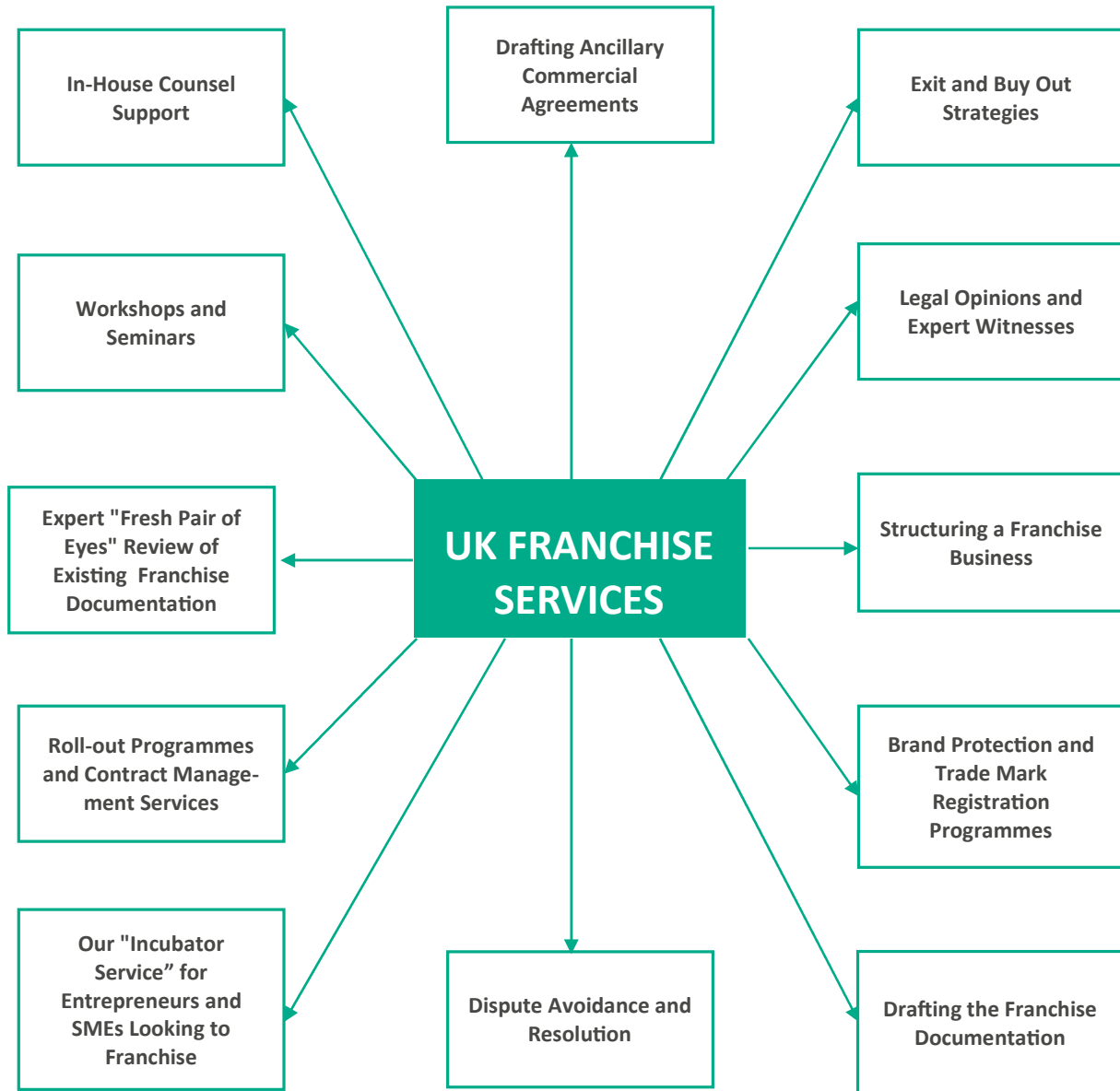


Our services for UK franchisors and businesses considering franchising as a tool for expansion or re engineering existing parts of their business include (see overleaf for more details):



Rated No.1 for franchising in the UK – Chambers UK 2015 Edition.

We're proud to be the only franchising practice based in Europe which is ranked in the top two tiers by Chambers Global 2015.



"Fieldfisher is "a fantastic source of dedicated franchise expertise" in Europe and abroad, and its practitioners received worldwide endorsements."

Quotation from
Who's Who Legal, 2015

1. Advising on a business' suitability for franchising

Based on our extensive industry experience we advise businesses on whether their concept, format and know how is suitable for franchising. Franchising may or may not be right for your business but we are also leading experts on establishing effective multi channel distribution models.

2. Structuring and drafting operating manuals

A well structured and detailed operations manual is an important tool for a franchise business. It captures critical know-how and sets out how the business format is to be replicated and operated. We work with businesses to structure, collate and present appropriate commercial and operational information in a readily digestible format.

3. Drafting the Franchise documentation and ancillary commercial agreements

In addition to the core franchise documentation, supporting documentation which helps protect the franchisor's know how, confidential information, supply chain and financial position may be required. We can therefore advise upon and draft key related documentation such as non disclosure agreements, undertakings of non competition and confidentiality, terms and conditions of supply, corporate and personal guarantees and indemnities and commitment and confidentiality agreements.

4. Reviewing franchise documentation and updating or revising to fit business purpose

A number of existing UK franchise businesses already have franchise documentation including the franchise agreement and promotional documentation. The promotional documentation may contain statements which could constitute potential misrepresentations by the franchisor or the marketing materials may be in breach of domestic or international advertising legislation or codes.

The franchise agreement may too contain hidden problems for the franchisor. These ticking time bombs will only be further cloned as the franchisor grows and rolls out its concept. We regularly review UK franchise businesses' existing documentation as leading experts from a "fresh pair of eyes" perspective. Following our review, we provide clients with a menu of options tailored to their budgets and needs to address the legal and commercial issues we have identified.

5. UK roll out programmes

Our extensive team of franchise solicitors and advisors who cover both the core franchise related aspects and the related areas such as brand protection, real estate, data protection and employment are experienced at advising upon and guiding businesses through their UK roll out.

6. Advising on dispute avoidance, handling disputes and taking enforcement action

With our extensive dispute experience and the backing of our expert transactional team, we work with clients on their recruitment documentation, advertising and promotional materials, franchisee recruitment days, pre-contractual disclosure documents and sales pitches to ensure that our clients are not exposing themselves to misrepresentation or breach of contract claims and are well protected when one does arise.

We have wide experience of UK domestic disputes with particular expertise in injuncting former competing franchisees. We recognise the importance of a costs-benefit analysis of any potential dispute and work with clients to ensure that they achieve their strategic aims in the most cost effective way. We have acted for franchisee groups and negotiated successful franchisee group exits and buy outs.

7. Providing in-house counsel support

We are able to work as an integral part of a client's in-house legal team and our services include, the preparation of template documentation for new deals, contract negotiations and deal completion, managing high volumes of legal documentation and providing franchise litigation support.

8. Acting as expert witnesses on franchise law and practice and providing legal opinions

We offer an expert witness and determination service to assist others who are in dispute. With our unparalleled level of franchise expertise, we can provide legal opinions for the purposes of expert determination or early neutral evaluation (two increasingly popular methods of alternative dispute resolution) and act as expert witnesses on franchise law and practice.

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