

ASSOCIATE, FRANCHISING

Tim Rickard

I am an Associate in the Brand Development group at Fieldfisher, helping businesses promote and commercially exploit their brands and intellectual property.

ADVERTISING AND CONSUMER
PROTECTION
DISTRIBUTION AND AGENCY
DISTRIBUTION AND FRANCHISE
FOOD AND BEVERAGE
FRANCHISING

LIFE SCIENCES
MEDIA AND ENTERTAINMENT
RETAIL AND CONSUMER
SPORT
TRADE MARKS AND BRANDS

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LOCATIONS

[United Kingdom](#)



I am a commercial lawyer in Fieldfisher's Brand Development group. I specialise in helping businesses promote and commercially exploit their brands and intellectual property.

I support a range of businesses as they expand both domestically and internationally into new markets using multi-channel routes such as brand licensing, franchising, merchandising, sponsorship, e-commerce, agency, and distribution. Many of these are household names, but I also regularly advise up and coming brands looking to establish themselves in their sector. I am also a contributing author of LexisNexis' PSL online publication and contribute content for the commercial section of that publication, primarily on the topic of franchising.

I also advise clients on advertising and marketing matters, working with them to develop goodwill in their brand. This includes providing domestic and multi-jurisdictional advice on copy clearance, claim substantiation, ASA complaints and appeals, loyalty programmes, and negotiating brand extension and merchandising

arrangements. I also have a great deal of experience advising brands on commercialising their relationships with social media influencers.

I work with a broad range of international clients in a variety of sectors with a particular emphasis on fashion and retail, life sciences & healthcare, food and beverage, and sport.

I have recently gained invaluable experience through a secondment to Viacom's Consumer Products and Recreation team based in Camden.