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DIRECTOR, FRANCHISING, ADVERTISING AND COMMERCIAL

Sonal Patel Oliva

I am a commercial lawyer in the Franchising, Advertising and Commercial team in Fieldfisher's London office.

FOOD AND BEVERAGE

HOTELS AND LEISURE

IP LICENSING

LIFE SCIENCES

MEDIA

RETAIL AND CONSUMER

TECHNOLOGY

 London, England

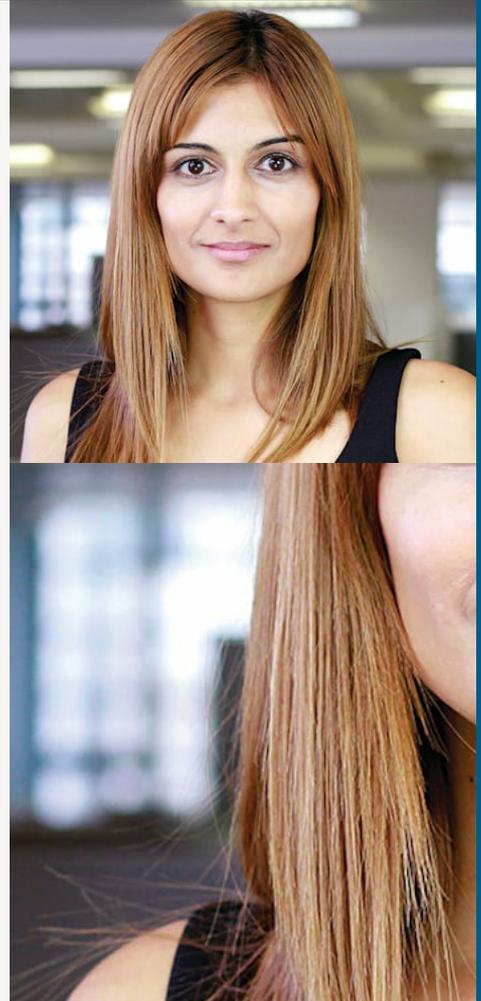
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LOCATIONS

[United Kingdom](#)



I have over 14 years' experience as an advertising, consumer protection and commercial lawyer acting for domestic and international brands and public sector clients in various sectors, including retail, food & beverage, travel, sport, beauty and life sciences.

My work involves advising clients on advertising and consumer protection regulatory compliance and developing, promoting and protecting their business, brands, IP, products and services via marketing campaigns and activations, the use of influencers and brand ambassadors, loyalty and reward programmes, promotional incentives, such as prize promotions and pricing claims, sponsorship, licensing, brand extension, agency and other commercial contracts.

As the world of advertising progresses, so does my work. I continue to advise clients on traditional forms of advertising, but a larger part of my work now also involves social media.

My clients often require a multi-jurisdictional approach and I work closely with legal

and marketing teams, taking a commercial approach to provide a tailored service that suits their business needs utilising invaluable commercial experience via secondments to in-house legal teams at broadcasters, online travel companies and utilities companies.

I am individually mentioned as a leading practitioner in legal directories, Chambers and the Legal 500 and our team is top-ranked for advertising and marketing, commercial contracts and franchising.

What others say...

“ Sonal Patel Oliva is immensely knowledgeable and understands business ”

Chambers & Partners

“ Sonal Patel Oliva summarises legal issues succinctly and in an easily understandable format ”

Chambers & Partners

“ Sonal Patel advises household-name brands on myriad advertising, sponsorship and brand ambassador agreements, ASA and consumer protection website audits and the defence of complaints to the regulator. She has also recently advised online marketplaces on compliance and adtech procurement ”

Chambers & Partners