

SENIOR ASSOCIATE, FRANCHISING, ADVERTISING AND COMMERCIAL

## Vicky Reinhardt

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I am a Senior Associate in the Franchising, Advertising and Commercial team in Fieldfisher's London office and advise UK and international clients on their brand exploitation via third party relationships.

FOOD AND BEVERAGE

FRANCHISE TRANSACTIONS

HOTELS AND LEISURE

INTELLECTUAL PROPERTY

RETAIL AND CONSUMER

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LOCATIONS

[United Kingdom](#)



I am a dual-qualified lawyer (Germany and England) and advise the UK and international clients on their brand exploitation via third party relationships, including franchising, management, licensing, manufacturing and product distribution arrangements.

The range of clients I work for is very broad from global brands that are household names to medium-sized businesses or even start-ups.

My practice has a particular focus on clients from the hotel and leisure sector and I have worked with a number of hotels brands as well as owners and property developers, advising the latter on the terms of their hotel franchise and management agreements with the brands.

In addition, I advise clients from the education sector on their international expansion.