

# Bird & Bird

## Franchising, licensing and multi-channel strategies

*Our Global Franchising, Licensing and Multi-Channel Strategies Group comprises some of the world's leading experts in this field. We share our clients' passion and entrepreneurial commercial approach to help deliver innovative solutions.*

We work with our clients to determine the most effective expansion strategies both within their domestic markets as well as internationally. We advise on:

- Franchising
- Licensing
- Distribution
- Agency
- E-Commerce
- Multi-channel and hybrid structures

Our team acts for some of the world's best known brands but we are also committed to helping small and medium sized businesses to achieve their growth objectives.

As leading franchise and commercial agreements experts we also help our clients to avoid and minimise the risk of disputes. Our dedicated disputes specialists advise clients on all stages of the dispute resolution process including domestic and international litigation and arbitration.

Our global experience spans many sectors with particular expertise in:

- Retail, hospitality and leisure
- Food and beverage
- Healthcare

- Education
- Service based concepts

As part of our wider global franchising, licensing and multi-channel strategies group we provide clients with the full range of complementary legal services including:

- Domestic and global brand management
- Real estate
- Data protection and privacy
- Corporate
- HR and benefits services
- Antitrust/competition
- Tax, transfer pricing and shareholder tax planning
- Promotions, advertising and marketing

*“They've done some international franchise work for us and I have found them to be extremely good.”*

Chambers UK, Franchising 2014

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