

Babette Märzheuser-Wood

Partner



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Overview

Babette is a partner in the firm's Franchise Group. She specialises in global franchise, distribution, agency and concession agreements and IP-driven joint ventures. She also advises clients on the strategic use of licensing strategies in emerging markets using both traditional and innovative structures for international expansion in the global marketplace. Her work includes Master Franchise Agreements, Area Development Agreements, Hotel Management Agreements, Disclosure Documents, and Franchise Registration.

Babette has transactional experience in over 100 countries. Recent deals include work in all major emerging markets (Russia, India, China, Brazil and South Africa) as well as in the Middle East and Africa.

Experience

- Babette has particular expertise in the hotel, leisure, retail, education and healthcare sectors. She is recognised as one of Europe's leading experts in hotel and leisure franchising. She is a member of the firm's hotel sector group and the firm's retail group.
- Babette is qualified to practice in Germany and the UK.

Recognition

- Babette has been recognized as "The Best Lawyer of the Year" in the *M&A Today Global Awards 2018*.
- Babette has been selected for inclusion in the Sixth Edition of The Best Lawyers in the United Kingdom for her work in Franchising Law.
- She is recognized as "Lawyer of the Year" in Franchising Law for London by *Best Lawyers* in the UK 2018.
- She is also recognized as a leading expert by *Chambers Global 2015*, which has ranked her in Band 2 for Global-wide Franchising. The publication notes that she is widely recognized as a seasoned franchising lawyer who "takes the time to get to know your business and provides great service."
- She is also recommended by the *International Who's Who of Franchise Lawyers*, *Chambers UK* and *Legal*

500 for her franchise expertise.

- She is listed as a country expert for Germany in *Chambers Global*.
- She is recommended by *Chambers UK* as a leading adviser to Hotel clients.

In the Media

- Babette's research on the role of franchising in the European hospitality industry has attracted widespread media attention.

Insights

- Babette lectures regularly around the world on franchise law. She was part of a team of lawyers that advised the Russian Government on the use of franchising to kick-start small business. She is an associated editor of the *Franchise Law Review* and has written numerous articles on franchising.
- Her recent research on Franchising in Africa was published in March 2014 in the *Franchise Law Review* and Babette contributed many of the chapters.
- In 2015, Babette also contributed to *The Franchise Book* which provides a multidisciplinary study of franchising as a business model of the century. The book received the "Contribution to the Franchise Community" global award at Best Franchisee of the World, an event held in December 2015 in Florence, Italy.

Activities and Affiliations

- Babette is a member of the ABA Forum on Franchising, the IBA Franchise Committee, the IBA Hotel & Leisure Committee and the IFA. She is dual qualified in both Germany and the UK.
- Babette is an esteemed judge for the Global Restaurant Awards, in partnership with Travel Weekly Group.

Areas of focus

Practices

- Franchising and Distribution
- Joint Ventures

Industry sectors

- Hotels and Leisure
- Retail
- Health Care

Education

- University of Bonn, 1988, LLB
- University of Cologne, 1986, Russian
- University of Tennessee, 1985, LLB

Admissions and qualifications

- Lawyer (Rechtsanwalt), Deutscher Anwalt Verein, 1991
- Lawyer, Foreign Registered Lawyer, Law Society of England and Wales, 1993

Languages

- English
- French
- German
- Russian
- Spanish