

# Cassie Taylor

## Managing Associate



Managing Associate

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## Overview

Cassie is a Managing Associate in Dentons' Corporate team in Melbourne. She has extensive experience in M&A transactions, focusing on mid-market commercial clients on both buy and sell side.

Cassie's expertise also includes franchising which involves network structuring, advising on competition and consumer law matters and assisting with intellectual property protection and exploitation.

With her comprehensive corporate and commercial law background, Cassie has provided commercial and strategic advice across a range of industries including professional services, financial institutions, manufacturing, fashion and health and fitness. Cassie's clients vary from national corporations to SMEs and start-ups.

## Experience

- **Australian Lamb Company:** Advising on the sale of 100% of its share capital to Minerva Food Group for AU\$400 million
- **Jetts Fitness:** Advising on its management buy-out of more than 120 franchised clubs from Fitness Lifestyle Group
- **Australian and New Zealand health professional services business:** Advising on the share sale of its franchise network to ASX listed company
- **Large franchisor:** Advising on multiple bolt-on acquisitions of smaller franchise networks, including coordinating the novation of franchisees and acquisition of relevant assets roll-out and expansion of Australian franchise networks.

## Activities and Affiliations

### Memberships

# Areas of focus

## Practices

- **Corporate**
- **Franchising and Distribution**
- **IP Contracts, Assignment and Licensing**
- **Commercial Agreements**
- **Mergers and Acquisitions**