

Overview

Europe offers significant opportunities for global expansion using franchise and distribution strategies across a range of sectors such as retail, hospitality, leisure, education, healthcare and commercial and domestic services. Dentons can help you exploit these opportunities and understand the complex regulations surrounding distribution of your goods and services in Europe.

Our European Franchise and Distribution team combines broad international experience with local legal knowledge to better serve you and your needs.

Franchising

Franchising has long been recognized as the preferred method of expansion for many companies in the retail, leisure and service sectors. Franchising is a flexible and versatile strategic tool that enables businesses to grow internationally at a faster pace. However, franchising is becoming increasingly regulated in Europe. Six EU countries have franchise disclosure laws. In large parts of Eastern Europe and the CIS, franchise agreements are subject to mandatory registration. European competition rules on vertical restraints add further complexity to the legal landscape.

Turn to Dentons for advice on the full range of legal issues facing franchise companies in Europe, including:

- Franchise disclosure documents
- Franchise registration
- Master franchise and unit franchise agreements and area development contracts
- Franchise dispute resolution
- Data privacy and global account programs
- European franchise laws
- Competition law compliance

Whether you are an established franchisor or completely new to franchising, we can advise you on the full life cycle of the franchise concept, both domestically and throughout Europe.

Distribution

The common market in Europe provides outstanding opportunities for the free movement of goods across 27 EU member states. We can advise you on the full range of legal issues that affect the distribution of your products and services in the European Union, such as:

- Selective distribution
- Exclusive distribution
- Multi channel strategies

- Territory buy backs
- Concession agreements
- Competition law compliance
- Product import/export
- E-Commerce

We stand ready to assist you with structuring distribution channels and implementing your strategy around the globe. Our lawyers apply their insight to the review, drafting and negotiation of distribution, franchise, marketing and supply agreements and other related documentation and tailor these to your specific objectives.

What's more, we can assist when disputes arise surrounding franchising and distribution matters, as well as with related trademark and competition law issues.

Your Key Contacts

Europe



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