

# Central and Eastern Europe

## Franchising and Distribution

For many businesses around the world, franchising is the most efficient and profitable path to growth. Whether you are a start-up company or a mature business, Dentons understands the franchise industry and its diverse legal needs. As you establish and expand your franchise locally, nationally or globally you need to know that you are getting the best advice. We have extensive experience in all aspects of franchising and related distribution models across a broad spectrum of industry sectors, including: restaurant, fitness, retail, services, hospitality, entertainment, healthcare, education and technology, and automotive.

Regardless of industry sector, all companies involved in franchising face the same concerns over risk management, partner selection, enforcement of quality standards, and legal and regulatory compliance. As they expand nationally or globally, clients can leverage our extensive experience in all aspects of franchising to mitigate these risks and access our strategic advice.

With nine partners recognized globally as leaders in the field of franchising, Dentons Franchise Group advises on the full range of legal issues:

- Master Franchise and Area Development Agreements
- Unit Franchising
- Franchise Disclosure and Registration
- Franchise Disputes
- Withholding Taxes and reverse charges of VAT and sales tax
- Franchise Dispute Resolution
- Customer Data Management and Loyalty Schemes
- Anti-Trust and Competition Law compliance
- Regulatory compliance including Anti-Bribery, FCPA, Sanctions
- Litigation and alternative dispute resolution techniques

In order to take full advantage of the potential that franchising offers, a carefully planned approach is required. The Dentons Franchise Group offers high-level strategic advice to new franchisors as well as ongoing support to franchise clients that are considering an expansion into new markets. Determining the best financial model is crucial. Our expertise based on working with more than 100 different franchise systems in over 50 countries will help you devise the structure that works best for your business.

Dentons clients enjoy access to our extensive international network of franchising experts, across Europe, North America, Africa, Asia and the Middle East, which allows our teams to offer seamless round-the-world services. In the

last 12 months we have advised clients on franchise deals in more than 30 countries, including in Kenya, Sudan, South Africa, Dubai, Qatar, Kuwait, Bahrain, the Ukraine, Azerbaijan, Russia, China, Canada, the United States, Pakistan, and countries throughout Europe.

A number of our lawyers hold leadership positions in franchising organizations, such as the American Bar Association Forum on Franchising and the International Franchise Association. We offer clients the unique balance of deep local knowledge of practices in the United Kingdom, in the context of an understanding of franchising developments and best practice worldwide.

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## Media, Entertainment and Sports

The media, entertainment and sports industries are evolving. The digital revolution, new technologies and new platforms—from the web to mobile and beyond—are constantly changing the way media, entertainment and sport content is created, distributed and consumed.

Change brings both new opportunities and new risks. Tastes and standards are local—but e-commerce, web and mobile distributions are global. This means that every new business model and product must not only appeal to a worldwide fan or customer base, but address a global web of legal issues, regulations and requirements.

Dentons leverages our global footprint and deep-sector expertise to help you mitigate risk and capitalize on evolving trends in the marketplace. Whether you are looking at acquiring, selling, distributing or financing film, television, music, publishing, digital media assets or a sports team, launching a television or Internet channel in China, the United States, Canada, the European Union or elsewhere, participating in a sports venue/real estate development, or litigating, arbitrating or mediating a copyright, trademark or licensing dispute, we can provide advice as to the local political, legal and business conditions that drive outcomes.

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