

Our franchising services

Practice area under
Franchising and Global
Expansion

Our franchising services include:

- Strategic advice on the structuring and developing of tailor-made and scalable franchise systems
- Choosing the right franchising model
- Drafting of international franchise agreements, master franchise agreements, sub-franchise agreements, international area development agreements, multi-unit license agreements, direct unit franchise agreements, area representative agreements and joint venture agreements
- Preparation of and advice on the creation of various franchise manuals
- Advice on specific EU competition law rules related to franchising, selective distribution, exclusive distribution and licensing
- Strategic advice on global franchise expansions
- Implementation and global expansion of international franchise systems
- Negotiations and closing of national and international franchise deals
- Advice on franchise pre-disclosure requirements, filing and registration requirements, franchise relationship law rules and other particular franchise legislation in various countries
- Preparation, registration and filing of franchise disclosure documents (FDD's)
- International trademark registration and brand protection
- Advice on supporting global supply chain setup and drafting of international warehousing agreements, logistics and warehousing agreements as well as framework purchasing agreements.

Cases

Case News 25.06.2024

Plesner advises Flying Tiger Copenhagen in connection with its expansion into Vietnam

Case News 14.06.2024

Flying Tiger Copenhagen expands into Singapore

Case News

Global workspace brands: Advising on international expansion into Denmark by way of cluster franchise agreement

Case News

World-leading language and cultural training provider: Advising on international expansion into Denmark, Norway, Finland and Sweden

Case News

The largest retailing group in Denmark: Advising on the entering into of a development agreement and a multi-unit license agreement

Case News

The world's largest boating club: Advising on international expansion into Denmark by way of franchise agreements

Case News

Number of global US fast food brands: Advising on international expansion into Denmark

Case News

Major global variety retail brand: Advising on international expansion into the Middle East, East Asia and South Asia

Case News

Major global US toy retail brand: Advising on international expansion into Denmark, Norway and Iceland

Case News

Major global variety retail brand: Advising on strategy, structuring, development and implementation of global expandable franchise model

Case News 05.03.2024

Flying Tiger Copenhagen expands into Turkey

Case News

21.12.2023

Reitan Convenience and Uno-X take back 57 service stations and enter into new franchise agreements with a number of 7-Eleven franchisees

Ratings



2024

The Legal 500

Within Commercial, Corporate and M&A, Plesner is a first tier firm.

"The Plesner commercial team, led by Jacob Ørskov Rasmussen, includes probably the most attentive lawyers you will ever find. With an impressive business acumen in particular in respect to franchise operation, they act as trusted adviser for the business"

"Extremely responsive and thoughtful"

"Excellent industry knowledge and depth of experience. Great staffing and proactive legal advice. Pragmatic and business-oriented team"

Our specialists



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