

## **2018 IBA/IFA JOINT CONFERENCE SPEAKER BIOS**

### **Adam Aberra**

Adam Aberra has been the General Counsel for FIVE GUYS® International since August 2016, and has been a member of the FIVE GUYS® legal team since January 2008. He leads the legal department for the international system, and serves as primary counsel for all corporate, franchise, finance, and intellectual property matters. Mr. Aberra negotiated and finalized various joint-venture and franchise deals for the establishment of FIVE GUYS® in the United Kingdom, France, Ireland, Spain, Germany, Italy, Switzerland, Luxembourg, Kuwait, Saudi Arabia, the United Arab Emirates, Oman, Qatar and Bahrain. FIVE GUYS® launched its initial European stores in London in July 2014, and has since grown to 84 locations just in the UK alone. The success of the UK joint-venture has since grown to include new locations in Spain, Germany, and France. In addition to its joint-venture, FIVE GUYS® has franchised locations in Ireland (both in Northern Ireland and the Republic of Ireland), and will be opening new franchised locations in Italy, Switzerland, and Luxembourg during the Summer of 2018. Mr. Aberra also served as primary counsel in connection with the global restructuring resulting in the establishment of the company's international headquarters in Amsterdam, the Netherlands (e.g., representation of the company before various governing and commercial bodies including the Dutch Tax Authority). FIVE GUYS® has reserved the Dutch market for wholly-owned corporate stores and will be using these locations as a training hub for prospective future franchisees across the globe. Prior to joining Five Guys, Mr. Aberra previously served as a Corporate Franchise Attorney at DLA Piper US LLP in the Washington, DC metro area, and as a Corporate Finance Attorney with Moore & Van Allen PLLC in Charlotte, North Carolina. He is a graduate of the University of North Carolina at Chapel Hill, where he received his BA in 1999, and his Juris Doctorate in 2002.

### **Rocío Belda de Mergelina**

Rocío Belda de Mergelina is a Partner at the Spanish law firm GARRIGUES, based in Madrid, and her practice area focuses on M&A, corporate, commercial and contract law mainly for the retail industry. She has extensive experience in advising on distribution and franchising law and has been the legal adviser in all types of deals related to the launch, registration, development, negotiation, acquisition, reorganization and financing of franchise business in Spain. Ms. Belda has been a lecturer in Commercial Law at University Carlos III and University Rey Juan Carlos I of Madrid for more than ten years. She is a contributor to a number of Spanish and international legal publications on franchising, including *Fundamentals of Franchising Europe* (ABA Pub 2017), *International Franchising – A Practitioner's Guide*, and *Getting the Deal Through Franchise*. She is a frequent speaker at the IFA, IBA and IDI meetings as well as many other Spanish and international conferences. Ms Belda is past chair of the International Franchising Committee of the IBA and a member of the EuroFranchise Lawyers.

### **Kevin Bovard**

Kevin Bovard is a Partner in the Philadelphia, PA offices of BakerHostetler. He concentrates his practice on intellectual property and technology law, handling copyright, trademark and patent matters. In addition to his significant litigation experience, Mr. Bovard routinely counsels clients on trademark and copyright procurement, protection, clearance, registration and enforcement, as well as IP licensing. He applies his intellectual property knowledge in many and varied

industries, from small start-up firms to large multinational corporations. Mr. Bovard recently taught Temple Law School's Introduction to Intellectual Property course as an adjunct professor.

#### **Jeffrey Brimer, CFE**

Jeff Brimer is the Chief Operating Officer of Alexius, LLC, a managed legal services company, and Managing Partner of Alexcoe Legal Services, LLP, a law firm based in Denver, Colorado USA. He was formerly with Faegre Baker Daniels LLP and Snell & Wilmer, LLP, and was Vice President and General Counsel of Medicine Shoppe International, Inc. Mr. Brimer is a graduate of the University of Missouri-St. Louis (BA Political Science) and the University of Missouri-Columbia School of Law. He is a member of the American Bar Association, the Colorado and Missouri Bars and the International Bar Association. He is a past member of the Governing Committee of the ABA Forum on Franchising, is a member of the International Franchise Association Legal Legislative Committee, an officer and newsletter co-editor of the International Franchising Committee of the International Bar Association and a member of the International Chamber of Commerce Franchise Task Force. Mr. Brimer has been recognized for his expertise in franchising by *The International Who's Who of Franchise Lawyers*, *Franchise Times* "Legal Eagles," *Chambers USA* and *Chambers Global: America's Leading Lawyers for Franchising*, *The Best Lawyers in America* and *Super Lawyers*.

#### **Marissa Carnevale**

Marissa Carnevale practices law in Montreal, Canada, with the Commercial Law group of LAPOINTE ROSENSTEIN MARCHAND MELANÇON, L.L.P. She has extensive experience in franchising, licensing and technology law, as well as experience with supply and distribution matters and various other commercial arrangements and specializes in negotiating and drafting complex legal agreements. Her skilled expertise allows her to regularly advise corporations of all sizes in matters such as franchising, licensing, e-commerce, intellectual property matters, privacy, social media, contests, product labelling, marketing and advertising, consumer protection, French language, export controls, and other regulatory areas, in order to comply with Canadian legal requirements, including those specific to the province of Quebec. She also advises foreign companies with respect to their entry into the Canadian market and continued compliance with Canadian law. Ms. Carnevale's experience has provided her with the opportunity to co-author publications on franchising in Canada for the *International Law Office*, an online periodical, as well as *Getting the Deal Through*, a guide for legal practitioners, in their Franchise, Licensing and Distribution & Agency editions. She also regularly presents on these topics at industry and local events. Ms. Carnevale is fluent in English and French.

#### **Srijoy Das**

Srijoy Das is a Partner at Archer & Angel situated in New Delhi, India and heads the firm's Franchising, Licensing, Distribution & Retail Practice Group. Mr. Das is a member of the Bar Council of India, American Bar Association, Inter Pacific Bar Association and the International Franchise Lawyers Association. He is on the International Committee of the ABA's Forum on Franchising. He has over 22 years of experience in advising multinationals doing business in India with a focus on assisting foreign franchisors and licensors expand to India. He also advises on joint ventures, distribution arrangements, agency laws, and foreign investment into India. He has co-authored a number of publications, including *International Franchising – A Passage to India*, *Franchising in India – The Time is Right* and the *International Comparative Legal Guide to Franchise 2017*.

### **Peter Dillon**

Peter Dillon is a recognized expert on franchise law in Canada. Licensed in Canada and the United States, he has served on governmental franchise committees in Canada, the United States and Europe. He is the author of *Franchise Legislation in Canada*, Canada's leading legal commentary on provincial franchise legislation, and over 50 other published articles. Mr. Dillon is the only lawyer in Ontario outside of Toronto recognized in *L'Expert* as an expert in franchise and distribution law, is ranked in the top 100 franchise attorneys in North America by *Franchise Times*, and is listed in *The International Who's Who* of Franchise Lawyers.

### **Ryan Eickmeier**

Ryan Eickmeier is the Vice President, Government Relations & Public Policy with the Canadian Franchise Association (CFA) and is responsible for advocating for favorable public policy to support the franchise business model in Canada. Before CFA, Mr. Eickmeier was the Senior Director, Public Affairs at GS1 Canada, the world's leading supply chain standards organization. Prior to joining GS1 Canada, he was the Director, Government Relations & Policy at the Real Property Association of Canada (REALpac), where he helped lead the commercial real estate sector through proactive and reactive advocacy campaigns. Mr. Eickmeier was also an Associate at the Washington, DC based consulting firm Greener and Hook, LLC where he worked on both the political and corporate side of the company on messaging, strategy, research, and social media communications. In the fall of 2007, Mr. Eickmeier accepted a key staff position within United States Senator Fred Thompson's Presidential Campaign. As an advance and field representative for the State of New Hampshire, Ryan was responsible for the planning and execution of campaign events, grassroots advocacy efforts, and ensuring maximum visibility for the candidate at all times. Mr. Eickmeier earned a Bachelor of Arts (B.A) in political science from New England College, a Master of Public Policy (M.P.P.) from The American University School of Public Affairs, a Master of Law (LL.M) at York University's Osgoode Hall Law School, and an Executive Master of Business Administration (e.M.B.A) at the University of Fredericton's Sandermoen School of Business.

### **Mark Forseth**

Mark Forseth is a Vice President and Assistant General Counsel with Marriott International, Inc. Mr. Forseth is responsible for responding to legal issues involving the development and operation of franchised hotels and regulatory compliance in both domestic and international markets for the company's multiple lodging brands. He is currently working out of Marriott's London, England office and charged with the development and structuring of the legal processes for Marriott's European franchise development and operations. Before joining Marriott, Mr. Forseth was in private practice, focusing on representation of franchise and other licensing and distribution companies in both domestic and international markets, and related business structuring, regulatory and relationship issues. Prior to that, Mr. Forseth was the Senior Franchise Examiner for the Maryland Division of Securities, responsible for enforcement of the Maryland Franchise Registration and Disclosure Law. Mr. Forseth is formerly the Chair of the International Franchise Association Legal Legislative Committee, Chair of the Maryland State Bar Franchise and Distribution Law Committee and is a past advisor to the North American Securities Administrators Association Franchise Project Group.

### **Olivia Gast**

Olivia Gast is an international Franchise Attorney, managing partner at her boutique law firm, GAST AVOCATS, and a transaction and litigation expert in franchise and distribution law in France. Business and innovation oriented, recognized by *Who's Who Legal - Franchise*, *Who's Who Legal - France* and many others, Ms. Gast is also a certified arbitrator.

### **Stephen Giles**

Stephen Giles is a Director and former Chairman of the Franchise Council of Australia, which is the peak industry body for the franchise sector. He has been at the forefront of developments in franchising in Australia, helping formulate industry policy, drafting industry submissions to Government and participating in discussions concerning the regulatory framework for the sector for over 20 years. Mr. Giles is a Partner with Norton Rose Fulbright in Australia practicing in international and domestic franchising, distribution, antitrust, and corporate law. He is author of the major legal texts *Franchising Law & Practice* (Lexis Nexis), *The Annotated Franchising Code of Conduct* (Lexis Nexis) and *Practical Franchising* (Thomson Reuters) as well as industry publications *How to Franchise Your Business*, *Going International—A Guide for Australian Franchise Systems*, *The Franchisor's Manual*, and *Compiling a Franchise Operations Manual*.

### **Matthew Haller**

Matthew Haller is Senior Vice President, Government Relations and Public Affairs for the International Franchise Association. He develops the strategic direction for IFA communications to ensure information about franchising, including policy initiatives, the economic impact of franchising, emerging trends and best management practices, is disseminated to IFA members and external audiences such as key policy makers, reporters and other opinion leaders in the most compelling and effective manner. Prior to joining IFA in October 2010, Mr. Haller was Director of Industry Relations at the Pharmaceutical Care Management Association, where he developed PCMA's member and affiliate initiatives surrounding key industry issues. Previously, he served as Manager of Political Affairs at the U.S. Chamber of Commerce, where he managed the Chamber's \$20 million budget for political and issue advocacy campaigns during the 2004 and 2006 election cycles. Mr. Haller has also held positions as Legislative Assistant for UPS Corporate Public Affairs and as a Director of Public Affairs at Levick Strategic Communications, LLC. Mr. Haller received a bachelor's degree in Political Science from North Carolina State University in Raleigh, NC.

### **Robyn Hansen**

Robyn Hansen is a Senior Counsel at Quarles & Brady, LP in Milwaukee, Wisconsin. Her practice is focused on transactional franchise matters. She assists franchisors with appropriately modeling their systems, prepares disclosure documents and registration materials, advises franchisors on compliance with state and federal disclosure laws, negotiates and drafts Franchise Agreements, amendments and ancillary documentation, such as supply chain agreements and software licenses, and helps manage franchise system compliance matters and disputes. She also has experience with mergers and acquisitions of franchise systems in the hospitality industry. Prior to Quarles and Brady, Ms. Hansen was the general counsel of a restaurant franchisor and the vice president and assistant general counsel of a hotel company.

### **Dominic Hui**

Dominic Hui is a Partner of Ribeiro Hui, is a corporate commercial law partner of the firm and has led practice groups in these areas in China. He has over a decade experience in representing multi-nationals in the Greater China Region, particularly on cross-border franchising and intellectual property transactions. His practice emphasizes on delivery of practical and timely solutions. He is experienced in dealing with different governmental and quasi-governmental bodies, and negotiation with PRC joint venture or other business counterparts to bring about expeditious conclusion of assignments to accord with client's objectives. He travels extensively in China to represent clients in their business affairs. Mr. Hui has consistently been identified as one of Asia's Leading Lawyers in the Asia Leading Lawyers Annual Survey.

### **Iain Irvine**

Iain Irvine is a Partner of KHQ Lawyers based in Adelaide, Australia. He advises clients on Australian and International franchising, licensing and distribution and commercial matters. Mr. Irvine has previously worked in the USA assisting a number of established brands with licensing into foreign jurisdictions including in the EU, Asia and the Middle East. He frequently assists foreign counsel with franchising and distribution into Australia. Mr. Irvine has served on committees of the Franchise Council of Australia and Licensing Executives Society of Australia and New Zealand. He has contributed to the ABA's *Annual Franchise and Distribution Law Developments* text and *The Franchise Lawyer*, and has presented at the IBA's Annual Conference and the FCA's National Convention.

### **Mark Kirsch**

Mark Kirsch is a Principal Attorney at Gray Plant Mooty, in the Washington, D.C. office, and is Co-Chair of the firm's Franchise & Distribution Practice Group. His practice is focused on U.S. and international franchising and distribution matters. He represents clients ranging from large national and international chains to emerging systems across a diverse range of industries, on various corporate, commercial, licensing, franchise, and business development matters. Mr. Kirsch's work primarily involves transactional and regulatory matters, mergers and acquisitions, as well as counseling on dispute resolution and mediation of franchise-related disputes. He often authors articles and speaks at industry seminars about a variety of issues including branding, licensing, franchising, and distribution issues. Mr. Kirsch is also an Operating Partner for 10 Point Capital, a private equity firm that invests in franchise businesses and brands. He is active in the franchise industry, including past service as Chair of the International Franchise Association's Supplier Forum, and was a member of the IFA's Board of Directors. Mr. Kirsch is consistently recognized for his client service and legal prowess by clients and peers in *Chambers USA*, *The International Who's Who*, and Lexology *Client Choice Awards*, among others.

### **Robert Lauer**

Robert A. Lauer is a Partner in the Austin office of Haynes and Boone, LLP, and a member of the firm's Franchise and Distribution Practice Group. Mr. Lauer's practice focuses on all aspects of domestic and international franchise transactions. Mr. Lauer was named to *Chambers and Partners*, Global Franchising, Band 3, 2011, Band 4, 2012 and Band 3, 2013 to 2018; *Chambers USA*, Franchising (Nationwide), Up and Coming, 2012 and Band 4, 2013 to 2017; *The International Who's Who of Franchise Lawyers*, Law Business Research, 2010 through

2017; *The Best Lawyers in America*® for Franchise Law in 2008 through 2017; and a “Texas Rising Star” by *Law & Politics* magazine and *Texas Monthly* for 2005 and 2007 through 2012. Mr. Lauer is also the speaker for the Texas Bar Association's Ten-Minute Mentor video tutorial on "What Every Texas Attorney Should Know About Franchise Law". He is a member of the ABA Forum on Franchising (and former member of the International Division's Steering Committee from 2008 to 2011) and current officer of the International Bar Association's International Franchising Committee (Treasurer to serve from January 2017 December 2018). Mr. Lauer is a 1997 cum laude graduate of the St. Mary's University School of Law where he served as an Associate Editor of the *St. Mary's Law Journal*, and a 1994 graduate of Trinity University in San Antonio, Texas.

#### **Kathie Lee**

Kathie S. Lee is currently the General Counsel, Corporate Secretary and Member of the Board of Directors of Dessange Group North America. Previously, Ms. Lee was Chief Legal Officer, EVP of Business Development for Luxury Dining Group, Chief Legal Officer for Union Square Hospitality Group, and Global Chief Legal & Administrative Officer for PQ Licensing SA. With the various companies, Ms. Lee lead the legal and strategic functions including managing general corporate governance, corporate transactions, real estate, franchise, intellectual property, corporate social responsibility, and providing strategic direction on growth plans and long-term development for the companies. Prior to those roles, Ms. Lee was with Starwood Hotels & Resorts Worldwide, Inc. as Vice President and Associate General Counsel. She managed the franchise legal team and was responsible for transactional, regulatory, operations, financing, workouts, and compliance work for Starwood.

#### **Kara Martin**

Kara Martin currently practices law as a Partner and Shareholder with The Franchise & Business Law Group, a Salt Lake City, Utah based law firm. Her practice is in the Kansas City, Kansas metro-area office. Ms. Martin has gained vast experience in helping start-up and existing companies distribute their products and services through franchising, licensing and other methods of distribution. Assisting startup companies and entrepreneurs along with mid-size and growing companies is the focus of her legal practice. She advises clients on all areas of franchise law, including structuring the franchise relationship, registration and disclosure requirements, communicating and dealing with state regulators and the FTC, the ongoing franchisor-franchisee relationship and system issues, and terminating the franchise relationship. Along with her experience with franchising and licensing, Ms. Martin heads the law firm's trademark and copyright section. Protecting the valuable intellectual property of a business is a hallmark of her practice. She is a member of the American Bar Association and is active with the ABA Forum on Franchising. In addition, Ms. Martin is a member of the Kansas Bar and the Utah Bar. She has served on a number of Utah Bar's section committees, including serving as the Chair of the Utah Bar Franchise Law Section for both the 2014-2015 and 2013-2014 year, the Vice Chair for the 2012-2013 year; and a 2013 Utah Bar Spring Convention Committee Member. Ms. Martin is recognized by *Super Lawyers* as a Rising Star. In addition to her J.D. degree, Ms. Martin has also obtained her Masters of Arts in Government and Political Management.

### **Babette Marzheuser-Wood**

Babette Marzheuser-Wood heads up the Denton's Retail Group in their London, UK offices. She is rated by *Chambers Global* as a top 10 global franchise lawyer. She is a partner in the firms' Franchise Group and heads up the European Franchise Team. She specializes in international franchise and concession agreements and IP-driven joint ventures. Ms. Marzheuser-Wood has transactional experience in all 28 EU Member States. She also advises clients on franchise agreements and other innovative structures for international expansion in the global marketplace. Ms. Marzheuser-Wood is recognized as one of Europe's leading experts in retail, hotel and leisure franchising with a particular emphasis on German speaking Europe. 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 recommended country expert for Germany in *Chambers Global*. Ms. Marzheuser-Wood is the author of *International Protection of a Franchisor's System*, Vancouver 2004, and she has written the European section of *Butterworth's Franchise Laws*. Ms. Marzheuser-Wood was part of a team of lawyers that advised the Russian Government on the use of franchising to kick-start small businesses. She is dual qualified in both Germany and the UK. She speaks English, German, French, Spanish and Russian.

### **Josh Merin, CFE**

Josh Merin is the International Franchise Association's Vice President of International Affairs and Chief of Staff. In this role, Mr. Merin leads IFA's international program, where he works to promote and protect the interests of IFA members across the globe. Components of IFA's international program include trade missions, advocacy, conferences, educational programming and research. As Chief of Staff, Mr. Merin serves as a senior advisor to the CEO to help determine, articulate, and execute the mission, vision, and strategies of IFA. Mr. Merin is staff leader of IFA's Social Sector Task Force which applies the franchise model towards humanitarian ends. In previous roles at IFA, he led IFA's award-winning VetFran program as well as the day-to-day research for the IFA Educational Foundation. With a background on Capitol Hill in the office of Representative William Delahunt of Massachusetts, Mr. Merin also worked for a public affairs firm, developing coalitions. Earlier, he had roles of increasing responsibility in small business leadership in the art market. Mr. Merin attended The George Washington University and graduated with a Bachelor's Degree from the Corcoran College of Art + Design. He serves on the International Policy Committee of the U.S. Chamber of Commerce and sits on the advisory board for the University of New Hampshire's Social Sector Franchising Initiative. Mr. Merin is a member of the U.S. Trade Representative and Department of Commerce's Trade Advisory Committee on Finance and Services.

### **Karsten Metzloff**

Karsten Metzloff is a Partner of the law firm Noerr LLP. He has, over the years, advised on the structure of a number of well-known national and international franchising systems and the expansion of those systems nationally and internationally. He also worked with the EU Commission in Brussels at the Directorate General for Competition where he dealt with franchising matters. Mr. Metzloff is a member of the IBA, the ABA and the German Franchise Association. He studied law at the Universities of Münster, Ham-burg, Lausanne (CH) and London (GB). Mr. Metzloff has been selected for inclusion in *The International Who's is Who of Business Lawyers, Franchise* (2017). In the latest JUVE edition (2017/2018) on German law firms, he has been named as one of leading attorneys in Germany in the field of distribution and

franchising law. He has been selected by *BEST LAWYERS* as one of two franchise lawyers in Germany. He is the exclusive contributor to the *International Law Office Newsletter* for franchising in Germany.

### **Melissa Murray**

Melissa Murray has a wealth of commercial expertise in the Middle East across a variety of sectors. She is a Partner and the head of Bird & Bird's Commercial and IP practices in the Middle East, based in Dubai. Ms. Murray provides advice to international businesses on commercial, corporate and general litigation matters relating to their operations in the UAE and the wider Middle East region. Her experience includes advising on hospitality, IT, IP, franchising, media, data protection, privacy, consumer protection, food, sports, healthcare and regulatory matters. Ms. Murray is admitted to the Supreme Court of Queensland and holds an LLB from the Queensland University of Technology, Australia and a Graduate Diploma of Applied Corporate Governance. She is a member of INTA, American Bar Association, she is the Middle East representative for the Franchising Section of the International Bar Association, and is a member of a number of UAE, UK, USA, Australian and women's business associations.

### **Lee Plave, CFE**

Lee Plave is a co-founding Partner of Plave Koch PLC, an entrepreneurial law firm in Reston, Virginia. He counsels franchisors and distributors, drafts and negotiates agreements for international and domestic transactions, and advises clients on all aspects of franchise and distribution law. He also works with clients on how to apply technology in franchise and distribution systems, including cybersecurity, social networking and media issues, e-business policies, cybersquatting and domain name disputes, as well as cybersmear/complaint sites. He also represents clients before the Federal Trade Commission, where he began his career. Mr. Plave served as the Director of the International Division of the American Bar Association's Forum on Franchising from 2012-14. He is currently the Co-Editor of the *International Journal of Franchising Law*. *Chambers & Partners* ranks Mr. Plave as one of the leading franchise lawyers in the United States. *Who's Who Legal* has consistently listed him as one of the global Top 10 franchise lawyers in The International Who's Who of Franchise Lawyers and, in 2015 and 2016, named Lee the top franchise lawyer in North America, as ranked by his peers.

### **Imelda Reynolds**

Imelda Reynolds is a Solicitor and Partner in Beauchamps Solicitors in Dublin, Ireland. She practices predominantly in the areas of commercial property, corporate governance and franchise law. For many years, she has advised numerous national and international franchise systems on contractual matters. She is published regularly on franchise issues, and most recently contributed to the ABA Forum on Franchising publication *Fundamentals of Franchising Europe* edited by Robert A. Lauer and John Pratt, published in 2017, contributing the Irish chapter.

### **Jordi Ruiz de Villa**

Jordi Ruiz de Villa has an extensive career of 30 years as an expert lawyer in the sector of distribution and franchising. He is specialized in adapting master franchise and franchise agreements to the Spanish legislation, as well as in litigation. Since 1993, he is a legal adviser of the Spanish Franchise Association and chairman of its Legal Experts' Committee. He has had for years the recognition of directories such as Best Lawyers and Chambers, as one

of the leading professionals in conflict resolution and franchising. He is also member of Eurofranchise Lawyers, and is a recognized Arbitrator specialized in franchising by WIPO and the European Arbitration Association.

### **Craig Tractenberg**

Craig Tractenberg is a litigation Partner resident in the New York and Philadelphia offices of Fox Rothschild LLP. For over 30 years, his practice has focused on franchise companies, from start-up to mature brands, domestic and international. His practice involves domestic and international structuring of franchise programs with their branding and intellectual property considerations, with finance and insolvency counseling. His litigation successes have earned him years of consecutive recognition in *Chamber & Partners USA*, *Best Lawyers* (including "Lawyer of the Year-Franchising in New York, 2011), *SuperLawyers* and the Legal Eagle Hall of Fame published by *Franchise Times*. His experience in global dispute resolution includes representing the Republic of Turkey in arbitrations before the International Court of Commerce (ICC) in Geneva, Switzerland, and before the International Centre for Settlement of Investor Disputes (ICDR) in Paris, France. He also has represented various franchise, IP companies, and an award-winning movie director in domestic and international arbitrations before JAMS, the AAA and the ICDR. He is currently serving as an arbitrator in a franchise case before JAMS, and is involved in construction cases pending in the High Court of London and the ICC in Miami involving the recent renovations of the Panama Canal. He is a monthly columnist in the *Legal Intelligencer* and a periodic contributor to various ABA and books and other publications. He has served in board positions in the New York State, Philadelphia and Pennsylvania State bar associations, and as an adjunct professor of franchise law at Temple University School of Law.

### **Francesca Turitto**

Francesca Turitto is Of Counsel to the law firm Roma Legal Partners. She specializes in international franchising and distribution, representing foreign companies wishing to enter the Italian market and Italian companies expanding their network abroad. She also has extensive experience in corporate and financial transactions, national and international, including mergers and acquisitions, joint ventures, privatizations and private equity deals. Before joining Roma Legal Partners, Ms. Turitto was a Senior Counsel at the Italian office of Allen & Overy for more than ten years. She coauthored several articles for the *International Journal of Franchising Law* and wrote articles on various aspects of financing and corporate matters published by *Butterworths Journal of International Banking and Financial Law*, and contributed to the book on *International Acquisition Finance* published by the Oxford University Press. She is the co-author of the Italy chapter of the 2014 edition of the book *International Franchise Sales Laws*, an American Bar Association Forum on Franchising publication. She is a lecturer on international franchising at the Master in business law, jointly offered by the LUISS university in Rome and the Italian association of corporate counsel (AIGI). Ms. Turitto is the co-chair of the International Bar Association International Franchising Committee, and has been constantly recognized in the last years by the *International Who's Who of Franchise Lawyers* as one of the world's leading practitioners in the field of franchise.

### **Antonio Villa Berkemeyer**

Antonio Villa Berkemeyer is Attorney at Law for Berkemeyer Attorneys and Counselors in Paraguay. He has expertise in corporate law, financial service investment management, commercial contracts, competition law, project finance, infrastructure and PPP's and

trademarks. Mr. Villa Berkemeyer earned a Masters in Corporate Finance and Banking Law from Fordham University in New York, NY and a Doctorate in Legal Sciences from Pontifical Catholic University in Buenos Aires, Argentina.

### **Dagmar Waldzus**

Dagmar Waldzus is a Partner in the Hamburg office of Buse Heberer Fromm, a full-service law firm with 6 offices in Germany. She studied law at the universities of Passau and Hamburg and earned a Master's degree in International Legal Studies from New York University in 1996. Ms. Waldzus is the head of the firm's Distribution and Commercial Law Practice Group, and her work is focused on franchise, sales and distribution law. She frequently advises franchisors in relation to the internationalization of their concepts - inbound and outbound. She is an associated expert with the German Franchise Association (DFV), a member of the DFV's Think Tank on Digitalization, a member of IBA's Committee on International Franchising, and a frequent author and speaker on various topics in franchise and distribution law. Ms Waldzus is listed in *The International Who's Who of Franchise Lawyers*.

### **Larry Weinberg, CFE**

Larry Weinberg is a Partner at the Toronto law firm of Cassels Brock & Blackwell LLP. Since 1989, he has had a practice that specializes in franchise law and providing all necessary legal services to franchisors. He is a member of the International Franchise Association where he served as a Member of the IFA Board of Directors and as Chair of its Supplier Forum Advisory Board, and the Canadian Franchise Association, where he serves as Chair of the CFA's Legal and Legislative Committee and on the CFA Board of Directors. He is also currently Co-Chair of the International Bar Association's International Franchising Committee, and is a Past-Chair of the Ontario Bar Association's Franchise Law Section. Mr. Weinberg was the founder of, and to date has organized and chaired four Ontario Bar Association annual franchise law conferences. He is a member of the American Bar Association's Forum on Franchising, and in 2006, he was the first Canadian lawyer to be appointed Director of the ABA Forum's International Division and to a leadership role on its Governing Committee. In 2009 he had the honor of being Co-Chair of the ABA's 32nd Annual Forum on Franchising conference. In 2004 he acted as Co-Editor of the ABA Forum on Franchising's book entitled *Fundamentals of Franchising-Canada*. In 2017, he again acted as Co-Editor of the 2nd edition of this publication. As well, he was Co-Editor and Co-Author of the Canadian Franchise Association's first and still only official book publication entitled, *How to Franchise Your Business*. In 2004, 2005, and each year from 2009 to 2018 Mr. Weinberg was named by *Franchise Times* to their "Legal Eagles" list of the top franchise lawyers in the United States and Canada. In 2014, 2015 and 2016 Mr. Weinberg received *Who's Who Legal's* one and only worldwide Lawyer of the Year award for Franchise law, and in 2014, the Lexpert® Zenith Award. Mr. Weinberg was called to the Bar of the Province of Ontario in 1989.

### **Tao Xu**

Tao Xu is a Partner at DLA Piper LLP (US). He devotes his practice to franchising and distribution matters, especially international franchising, licensing and distribution transactions. Mr. Xu counsels a broad range of clients in their international expansions, including master franchising, multi-unit licensing, area development, single-unit licensing and direct investment (both joint venture and wholly owned). He is particularly active in food and beverage, hospitality, and retail industries, having acted for a number of high profile US brands in their international transactions.