

## 2016 IBA/IFA Joint Conference Speaker Biographies

### **Gustavo Alcocer**

Gustavo Alcocer joined Olivares & Cia as a partner in 1999. Mr. Alcocer manages the Corporate, Commercial and Franchising Law Group and is Co-Chair of the Life Sciences and Pharmaceuticals Group. Prior to joining Olivares, he acted as In-House counsel for Banamex for 11 years in various positions, including Vice President of International Legal Affairs in New York and Executive Vice President and Assistant General Counsel for Grupo Financiero Banamex in Mexico City. Mr. Alcocer has experience in M&A, finance and business law and advises clients on complex M&A, finance, asset sale and acquisition, licensing, franchising, real estate transactional work, and regulatory work. He offers strategic advice regarding structuring maintaining and expanding operations in Mexico and intellectual property valuation and monetization. Additionally, Mr. Alcocer has worked with international companies in FCPA and anti-bribery compliance, as well as privacy and personal data protection.

### **María Bacas**

María Bacas is a lawyer with Grupo Vista. Ms. Bacas has a broad legal background with more than twenty five years of experience in corporate and commercial law as an in-house lawyer, providing legal support to all levels of the organization. Ms. Bacas is versatile, entrepreneurial, and has extensive experience working in changing and challenging environments, analyzing, structuring, negotiating and closing sophisticated commercial transactions, including starts-up in other countries.

### **Maury Baskin**

Maury Baskin is a shareholder in the Washington, D.C. office of Littler Mendelson. As a member of Littler's Workplace Policy Institute, Mr. Baskin focuses on national labor policy, challenging excessive government regulation on behalf of small and large business, including franchisors and franchisees. He has litigated against changes to U.S. joint employer standards and advised franchises regarding compliance. Mr. Baskin is currently leading federal court challenges against the U.S. Department of Labor and the National Labor Relations Board on behalf of industry coalitions.

### **Luciana Bassani**

Luciana Bassani is a partner at Dannemann Siemsen Advogados law firm. Ms. Bassani has extensive experience in corporate agreements, especially in the preparation, revision and analysis of M&A documents, especially involving intangible assets and closely-held companies, and distribution, franchising, agency and intellectual property agreements. She is also the Franchising Country Expert for Brazil of the International Distribution Project and the Newsletter Officer of the International Franchising Committee of the International Bar Association. Ms. Bassani received her bachelor of Law from the São Paulo State University and has a postgraduate degree in Contract Law from the Centro de Extensão Universitária of São Paulo and Economy and Corporate Law from the Getúlio Vargas Foundation in Rio de Janeiro.

### **Rocío Belda de Mergelina**

Rocío Belda de Mergelina is a partner at GARRIGUES law firm, based in Madrid. Her practice area focuses on M&A, corporate, commercial and contract law with a particular focus on the retail industry. As a transactional lawyer, Ms. Belda has advised in all types of deals related to the launch, development, 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, the most recent one being *International Franchising – A Practitioner’s Guide*. Ms. Belda is a member of the EuroFranchise Lawyers and a frequent speaker at conferences on distribution and franchise law. She currently serves as co-chair of the International Franchising Committee of the International Bar Association.

**Olivier Binder**

Olivier Binder is a partner at Granrut Avocats. He focuses on areas such as distribution, franchising, competition law and commercial real estate. Prior to joining Granrut Avocats in September 2011, Mr. Binder was a founding partner with Cejef-Alexen. He is a member of the French Franchise Federation panel of experts and the EuroFranchise Lawyers (EFL). Mr. Binder attended the University of Paris.

**Silvia Bortolotti**

Silvia Bortolotti is partner at the law firm Buffa, Bortolotti & Mathis. She specializes in international commercial transactions and cross border litigation. Ms. Bortolotti’s extrajudicial practice covers domestic and international commercial contracts. She is a founding member and Secretary General of the International Distribution Institute (IDI). Ms. Bortolotti is a member of several international associations including the International Bar Association (IBA) and the Commission on Commercial Law and Practice (CLP) of the International Chamber of Commerce (ICC).

**Jeffrey Brimer, CFE**

Jeffrey Brimer is the Chief Operating Officer of Alexius, LLC. 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 member of the American Bar Association, the Colorado and Missouri Bars and the International Bar Association. He 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 is a graduate of the University of Missouri-St. Louis and the University of Missouri-Columbia School of Law.

**Philip Colman**

Philip Colman is a partner at the Melbourne based law firm, MST Lawyers. He is a member and, former head of, MST's franchising practice group, which acts for a large number of local and internationally based franchise systems. Mr. Colman’s practice currently focuses on dispute resolution, litigation and regulatory investigations involving franchisors, franchisees and master franchisees. He has had significant experience in drafting franchise agreements, disclosure documents and transactional documents. Mr. Colman is a nationally accredited mediator and a member of the legal committee of the Franchise Council of Australia.

**Junaid Daudpota**

Junaid Daudpota is a partner at Daudpota International. Mr. Daudpota’s practice covers transactional and contentious matters relating to various areas of laws, such as franchising, licensing, distribution, competition, employment, banking, internet, anti-corruption and arbitration. Mr. Daudpota is an expert at counseling clients on all aspects of laws relating to intellectual property prosecutions. He has coordinated multiple litigations and advised on IP strategy, portfolio management, and infringement matters. Mr. Daudpota has also acted as a consultant for the World Bank for Doing Business reports. He has also co-authored the books on Competition Law in Pakistan and Anti-Money Laundering Law. Mr.

Daudpota is a member of the International Bar Association (IBA), American Bar Association (ABA), International Trademark Association (INTA), and the Singapore Institute of Arbitrators (SIArb).

#### **Martine de Koenig**

Martine de Koenig joined Kennedy Van der Laan in 1997, where she developed a practice in EU and Dutch competition law and commercial contracts and disputes. Ms. de Koenig works in retail, fashion, food, pharmaceuticals, technology and health care markets in particular for North American clients. She has particular expertise in cross-border franchising, agency, distribution, sales, procurement, logistics and other commercial contracts and disputes. She also handles abuse of dominance, joint ventures, technology and pharmaceuticals licensing, and vertical agreements and disputes. Ms. de Koenig studied law at the University of Utrecht and also studied and lectured in Australia.

#### **Doğan Eymirlioğlu**

Doğan Eymirlioğlu is a partner at Balcioglu Selcuk Akman Keki and concentrates on corporate law, M&A, real estate, and franchising. Mr. Eymirlioğlu advises Turkish and multinational companies in energy, real estate, private equity, hotels and leisure, life sciences and consumer products sectors in cross-border mergers and acquisitions, foreign direct investments, franchising operations, project finance deals, privatization, and PPP projects. He also represents clients before Turkish courts and international arbitration tribunals on disputes arising in relation to his core practice areas.

#### **Aldo Frignani**

Aldo Frignani is the founder of the law firm Frignani, Virano & Associati, with offices in Turin, Milan, Rome and Bologna. He is Professor of Comparative Law and EU Private Law at the University of Turin School of Law. Mr. Frignani is the legal advisor to Associazione Italiana del Franchising (AIF). He is a member of the legal committee of the European Franchising Federation (EFF), the European Franchise Lawyers Group (EFL) and the International Bar Association. He regularly makes presentations at the annual IBA/IFA Conference in Washington D.C. and assists a number of American franchisors who are doing business in Italy.

#### **Ronald Gardner**

Ronald Gardner is the Managing Partner of Dady and Gardner, P.A. Mr. Gardner's practice is limited to representing franchisees, associations, dealer/distributors in disputes with their franchisors and manufacturers. He is a Past Chair of the ABA Forum on Franchising and also serves on the Franchise Advisory Counsel of the North American Securities Administrators Association. Mr. Gardner is an author and lectures on topics related to franchise/distribution law.

#### **Alan Greenfield**

Alan Greenfield is a Shareholder in Greenberg Traurig's Franchise & Distribution Practice. He concentrates his practice on international and U.S. franchising, licensing and distribution matters. Mr. Greenfield counsels a broad range of clients in expanding their brands internationally through various means, including master franchising and multi-unit licensing. He works with both mature and startup companies in structuring franchise programs and drafting franchise-related documents. Mr. Greenfield counsels franchisors and manufacturers on everyday compliance and other franchise or distributor-related issues, such as registration and disclosure matters, negotiating agreements, relationship termination laws, maintaining good franchisee/distributor relations, and resolving disputes with franchisees/distributors.

### **Susan Grueneberg**

Susan Grueneberg is a Partner at the law firm of Snell & Wilmer L.L.P. in Los Angeles, California and is a certified specialist in franchise and distribution law. Ms. Grueneberg serves as Chair of the Industry Advisory Committee to the North American Securities Administrators Association (NASAA) Franchise Project Group and is a Past Chair of the American Bar Association Forum on Franchising. She is also a member of the International Franchise Association's Legal/Legislative Committee. She previously served as Chair of the California State Bar Franchise and Distribution Law Commission. Ms. Grueneberg was also a member of the California State Bar Business Law Section Executive Committee, Chair of the California State Bar Franchise Law Committee and a member of the Board of Governors of the Century City Bar Association. She has written and lectured extensively at programs conducted by the California State Bar, the ABA Forum on Franchising, the International Franchise Association and California Continuing Education of the Bar. A graduate of UCLA Law School, Ms. Grueneberg also taught at the Chinese University of Hong Kong as a U.S. State Department Fellow, and received a National Academy of Sciences Fellowship for post-graduate study in economics at the University of Beijing.

### **Dominic Hui**

Dominic Hui is a corporate commercial law partner of Ribeiro Hui. He has over a decade of experience in representing multi-nationals in the Greater China Region, particularly on franchising law issues and cross-border intellectual property transactions. Mr. Hui's 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.

### **Jane LaFranchi**

Jane LaFranchi will serve as the Vice President, Secretary and General Counsel of Hershey Entertainment & Resorts in Hershey, Pennsylvania as of June 17, 2016. Previously, Ms. LaFranchi was the Vice President and Assistant General Counsel at Marriott International, Inc. Before that, she was a partner in Strasburger & Price, LLP. Ms. LaFranchi currently serves as the Membership Officer of the International Bar Association's Committee on Franchising and participates as a faculty member of the American University Washington College of Law's program on Hospitality and Tourism Law. Ms. LaFranchi received a J.D. with honors from the University of Texas School of Law and a B.A. with highest honors from the University of Texas.

### **Andrew Loewinger**

Andrew Loewinger is a partner in the Washington, D.C. office of Nixon Peabody LLP. He has represented numerous U.S. and non-U.S. companies in franchising and distribution matters in the United States and internationally on international franchising, licensing and distribution matters. Mr. Loewinger is the immediate past Chair of the International Franchising Committee of the International Bar Association and a member of the Governing Committee of the American Bar Association's Forum on Franchising. He is the co-editor and co-author of *International Franchise Sales Laws* published by the American Bar Association in 2006. Mr. Loewinger was appointed as the first Director of the International Franchise and Distribution Division of the ABA's Forum on Franchising in 2004. Mr. Loewinger has a B.A. from The Colorado College (Phi Beta Kappa, magna cum laude); a Masters in International Affairs from Columbia University; and a J.D. from Georgetown University Law Center.

### **Oswaldo Marzorati**

Dr. Oswaldo J. Marzorati is an attorney at Allende & Brea, registered in Buenos Aires and Miami as a foreign legal consultant. He is currently the director of commercial Law. Dr. Marzorati is a founder of the Argentine Franchise Association and is a current honorary chair and active legal counsel. Dr. Marzorati is the president of the commission in commercial law of the Argentine Bar ICC and has served as Vice Chair of the Franchising Committee of the International Bar Association (IBA). He is a member of the LPD Council of the IBA and has written a book on franchising. Dr. Marzorati received his MCL from Columbia University.

### **Karsten Metzloff**

Karsten Metzloff is a partner with the Berlin office of Noerr LLP. He is a co-head of the firm's distribution and franchise practice. Mr. Metzloff also has wide experience in related fields such as antitrust and international sales law. He is a member of the German Antitrust Law Association, the ABA Franchise Forum, the IBA International Franchising Committee and the legal committees of both the German Franchise Association (DFV) and the European Franchise Federation (EFF). Mr. Metzloff has lectured and written on various domestic and international issues of franchising and distribution law. He is the exclusive contributor to the *International Law Office Newsletter* for franchising in Germany.

### **Andreas Mundanjohl**

Andreas Mundanjohl is from the Munich office of SGP attorneys. He is a specialist in the field of IT/IP, data protection and compliance. For years, Mr. Mundanjohl has been assisting international companies, in particular franchise systems, regarding data protection, data security and the current and upcoming developments in European data protection law.

### **Thomas Mundry**

Dr. Thomas Mundry has been working as a lawyer in Moscow since 1994 where he has gained substantial experience in investment and other projects for Western and Russian companies in the Russian Federation. Dr. Mundry advises on national and international franchise structures, distribution and sales to and from Russia for numerous businesses, and is a frequent speaker and author on IP and franchise issues. From 2002 to 2012, Dr. Mundry led the legal committee and was member of the management board of the German-Russian Foreign Trade Association in Russia.

### **Ted Pearce**

Ted Pearce is Counsel with the law firm of Bradley Arant Boult Cummings where he is the co-leader in the franchise practice group. His practice also includes working to bring new franchise concepts to market, while assisting franchisees to navigate the franchise relationship. Mr. Pearce also works with private equity groups to assist them in their due diligence efforts in evaluating proposed purchases of franchise systems. Prior to returning to private practice, Mr. Pearce spent 30 years as General Counsel for Meineke Car Care Centers, Inc. Mr. Pearce earned his undergraduate degree from the University of Virginia and his law degree from Syracuse University College of Law.

### **John Pratt**

John Pratt is the senior partner of Hamilton Pratt, Europe's largest specialist franchise law firm. Mr. Pratt is the immediate past Legal Advisor to the British Franchise Association, a past Chair of the International Bar Association's International Franchise Committee and Director of the American Bar Association's International Franchising Division. He has written "Franchising: Law & Practice," "The Franchisor's Handbook," and contributed chapters to a number of franchise publications. Mr. Pratt obtained his law degree from Oxford University and successfully completed a doctorate course in comparative law at the Universite d'Aix-Marseille.

### **Peter Snell**

Peter Snell is a partner at Gowling WLG in their Vancouver office. Mr. Snell specializes in Canadian franchise law, international and Canadian business transactions, licensing, product distribution and intellectual property. He is the chairman of the Intellectual Property Committee of the Business Law Section of the American Bar Association and he is on the Board of Directors of the Canadian Franchise Association (CFA). In 2015, Mr. Snell was appointed as the CFA's General Counsel. Mr. Snell is a special advisor to the Government of British Columbia in the drafting of new franchise legislation.

### **John Sotos**

John Sotos is the founding partner of Sotos LLP and focuses on a broad transactional and dispute resolution practice in franchise, hospitality, automotive and grocery distribution law. Mr. Sotos possesses unique expertise in franchising corporate networks, mergers of competing systems and offers an expert perspective on franchise regulation, having advised governments on both a national and international scale throughout his career. He regularly counsels companies on matters regarding structuring international and domestic franchise transactions, system restructurings, distribution of products and services, as well as on franchise disclosure matters.

### **Lorraine Tay**

Lorraine Tay is the joint managing partner and head of the Intellectual Property & Technology Group of Bird & Bird's Singapore office. Ms. Tay has a broad practice area focusing primarily on non-contentious intellectual property and general IP advisory work. She works closely with her clients across various industries to manage, protect and exploit their portfolio of intellectual property rights. She is also very experienced in handling complex cross border IP issues and often helms the strategy as she manages disputes including oppositions and negotiations. Ms. Tay actively leads and manages due diligence and clearance exercises on a global basis, provides risk assessments and attends to negotiations and drafting of related documentation and agreements. Prior to joining Bird & Bird, Ms. Tay practiced at a well-established international firm, where she headed the registration practice.

### **Juan Carlos Uribe**

Juan Carlos Uribe is partner and founder of the Law Firm Triana, Uribe & Michelsen in Bogotá, Colombia, where he runs the Department of Intellectual Property. Mr. Uribe concentrates his practice in structuring, advising and guiding clients on the development of advertising campaigns, promotional events, unfair competition disputes, database management and licensing, technology transfer on trademarks, copyrights and franchises both in Colombia and abroad. He is a member of the Colombia Global Advertising Law Alliance. Mr. Uribe is an expert of the International Distribution Institute (IDI), located in Turin, Italy, oriented to the study of international free trade regulations, contracts, marketing, distribution and franchising. Likewise, Mr. Uribe is a member of the International Trademark Association (INTA), NGO, which is dedicated to the study and promotion of industrial property legislation on trademark matters and the International Bar Association (IBA), NGO located in London, section business, and serves on the Member Committee on Arts and Cultural Institutions.

### **Dagmar Waldzus**

Dagmar Waldzus is a partner at Buse Heberer Fromm. Ms Waldzus is the head of the firm's Commercial Team and her practice is focused on franchise, sales and distribution law. She is an associated expert with the German Franchise Association and a frequent author on various topics in franchise and distribution law. As a speaker, she has presented programs for the German Franchise Institute, the International Bar Association, and the International Franchise Association. Ms. Waldzus frequently advises franchisors in connection with the internationalization of their concepts. Ms. Waldzus studied law at the universities of Passau and Hamburg and earned a Master's in International Legal Studies from New York University in 1996.

### **Penny Ward**

Penny Ward leads Baker & McKenzie's franchising practice in Australia and in the Asia Pacific region. Ms. Ward is a past Chair of the International Franchising Committee of the International Bar Association and has served on the Franchising Consultative Committee of Australia's franchising regulator, the Australian Competition and Consumer Commission. She acted as legal adviser to the Franchise Council of Australia Limited for many years. Ms. Ward has written and spoken widely on domestic and international franchising both in Australia and abroad, to organizations such as the Franchise Council of Australia Limited, the ABA Forum on Franchising, the International Franchise Association, and the International Bar Association.

### **Larry Weinberg**

Larry Weinberg is a partner at 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 currently Vice Chair of the International Bar Association's International Franchising Committee and the Immediate Past-Chair of the Ontario Bar Association's Franchise Law Section. 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. He is also a member of the International Franchise Association, where he serves as Chair of its Supplier Forum Advisory Board, and on the IFA Board of Directors, and the Canadian Franchise Association (CFA), where he serves as Chair of the CFA's Legal and Legislative Committee.

### **Tao Xu**

Tao Xu is a partner at DLA Piper LLP. Mr. Xu 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. Mr. Xu is particularly active in food and beverage, hospitality and leisure, and retail industries, having acted for a number of high-profile US brands in their international expansion efforts. Mr. Xu is deeply involved in franchising activities in China, having both acted for a number of clients in entering the Chinese market and lobbied on behalf of the International Franchise Association in connection with the Chinese government's franchise regulations and their implementation rules.

### **Carl Zwisler**

Carl Zwisler is a Washington, DC based lawyer for Gray Plan Mooty. He advises franchisors and master franchisees throughout the world in structuring, drafting and negotiating international agreements. Mr. Zwisler served as the International Franchise Association's (IFA) General Counsel, Chair of the Supplier Forum, and Chair of IFA's SBA Franchise Registry Task Force. Mr. Zwisler also served as the U.S. Franchise Law Expert for the International Distribution Institute. Currently, Mr. Zwisler serves as a trainer on international franchising issues for the U.S. Department of Commerce Foreign and Commercial Services, Commercial Law Development Program and the U.S. Senate Department.