



Representative Legal Matters

Will K. Woods

- Represented global hotel company on long-term licensing arrangement with major casino company and on the development of a new brand in connection with the relationship.
- Represents major chicken restaurant chain on franchise and supply chain matters.
- Primary outside counsel on one of largest hotel franchise transactions ever completed by global hotel company involving the conversion of 20+ all-inclusive hotel properties in the Caribbean and Latin America to various brands owned by hotel company.
- Represented private equity company in the acquisition one of the largest water treatment companies in the world that operates under a franchise/dealership model.
- Represented large, global hotel company on a complex licensing transaction for a 4,000 room multi-brand luxury property in Las Vegas.
- Advised global quick-service restaurant franchisor on the spin-off and licensing of its China business.
- Represented global casual dining chain in a series of refranchising transactions involving 200+ restaurants.
- Represented leading hotel company in the negotiation of a franchise agreement and related documentation for a 3,400 room resort property in the Bahamas.
- Represented global hotel company in the licensing and related aspects of one of the first spin-offs of a timeshare and residential businesses into a new publicly-traded company.
- Updated and restructured a large luxury product retail chain's licensed boutique agreement.
- Represented global hotel company in the negotiation of affiliation and license agreements for ultra-luxury property in Knightsbridge.
- Represented large hotel company in negotiation of a license agreement and related documentation for a 3,000 room condominium hotel in Las Vegas.
- Handled all international franchise transactions in Europe, Middle East and Africa on an outsourced basis for an international hotel brand.
- Re-structured form of franchise agreement and successfully negotiated new form of franchise agreement for 3,000+ franchisees through franchise advisory council.
- Developed one of the first franchised timeshare concepts for large lodging company.

Baker McKenzie.

- Represented private equity company in connection with purchase of large QSR franchise company with restaurants in the US and six other countries.
- Represented large car rental company in pre-bankruptcy planning and post-bankruptcy franchise program re-structuring and related negotiations with franchisee body.
- Advised on international transactions for various hotel companies in international expansion efforts in 25+ different countries.
- Represented one of the world's largest hotel companies in various portfolio re-licensing transactions.
- Developed domestic hotel franchise program for large international hotel company.
- Converted office product company's distributor network to franchise model.
- Represented tanning franchise company in connection with acquisition of another large Seattle-based tanning salon franchisor.