



## Marco Hero

German Attorney at Law since 2002  
Certified Franchise Executive  
Partner

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Languages: German, English

### Practice Areas

- Franchise Law
- Distribution and Purchase Law
- Intellectual Property
- Antitrust and Competition Law
- Litigation and Arbitration

### Practice Summary

Marco has been accompanying the entire life cycle of German and foreign brands, producers as well as franchise and distribution systems since 2000.

For over 15 years he has been supporting decision-makers, owners, and legal departments in all issues that arise in sales and purchasing in companies, both nationally and internationally.

Every year he assists a number of start-ups from the conception stage in structuring, formatting, piloting, and the subsequent roll-out.

He focuses on providing legal protection in supply chains, in particular internationally, through framework agreements, quality assurance agreements, purchasing terms and conditions, development agreements, and other agreements for all types of purchasing departments.

Technology and software, e-commerce, data protection, and compliance issues also play an indispensable role with all of his clients.

### Representative Client Matters

- Long-term permanent advice to over ten "Franchisors of the Year" in national and, in particular, international franchising
- Many years of advising a fashion brand with over 2,000 stores worldwide
- Long-term counsel to a multi-brand franchisor with over ten brands and 3,000 locations worldwide
- European franchise counsel to a multi-brand company with ten brands and over 2,500 locations worldwide
- Advise an automotive manufacturer
- Assist the largest hotel chain worldwide
- Serve as the external legal department to the German subsidiary of a NYSE-listed US corporation

- Successful enforcement of a 7-digit compensation claim for a franchisor in an international arbitration
- Successful defense of a master franchisee in an international arbitration
- Successful defense of a German franchisor against a double-digit number of franchisees at several courts throughout Germany
- Successful defense of an international franchisor against German franchisees in several arbitrations

### Publications and Speaking Engagements

#### Books

- International Guide on COVID-19 and Distribution and Franchise Agreements, co-editor, Torino 2020
- Using Franchising to Take your Business International, Co-Author, Paris 2014
- International Franchising - A Practitioner's Guide, Publisher, London 2010

#### Presentations, Workshops, Seminars

- Franchise Agreements post-COVID, Frankfurt 2020
- International Franchising- Legal Aspects, Dubai 2019
- Strategic Considerations in Master Franchising, Oslo 2019
- Franchising into Europe, Naples 2019
- International Franchise Laws, Bucharest 2018
- Selling Brands on Amazon, eBay and other Platforms - The Distributor's Perspective, Paris 2017
- From Ronald McDonald to Donald Trump - the Latest Challenges for International Franchise Systems, Berlin 2017
- Legal and Contract Management in Purchasing, Munich 2017
- Compliance and Franchise Systems, Frankfurt 2017
- Claims Management in Distribution Systems, Cologne 2016
- Key Issues in International Distribution Networks, Rome 2015
- Legal Framework of Global Procurement, Cologne 2015

## Professional Memberships and Activities

- German Franchise Association, Member of the Legal Committee
- International Distribution Institute (IDI), Board of Directors since 2015 and expert for German franchise law since 2010
- German Franchise Institute (DFI), Trainer for Franchise Law

## Education and Career

Marco has been a German Attorney at Law since 2002. He became an equity partner at a law firm in Duesseldorf, Germany and Munich in 2006. In 2018, he joined SCHIEDERMAIR as an equity partner, where he heads a team for franchise, distribution and purchasing law. Marco studied law at the University of Saarbruecken and the Universidade Católica in Lisbon. He worked as a trainee lawyer in Duesseldorf and in the United States.

## Professional Recognition

- "Germany's best lawyers", Franchise Law - Handelsblatt 2022
- "Leading light in the market when it comes to advising on franchising, supply chains and distribution systems" – Who's Who Legal, Germany, 2021
- "National leader" - Who's Who in Franchise Law Germany, 2020
- "Global leader" - International Who's Who of Franchise Lawyers 2019
- "The best franchise lawyer in Germany" - International Who's Who of Franchise Lawyers 2018
- "Fabulous reputation for his efficient approach and good knowledge of business and international issues" - International Who's Who of Franchise Lawyers 2018
- "Splendid franchise lawyer, knowledgeable, creative and efficient" - Who's Who Legal Germany 2017
- One of the "3 highest regarded franchise lawyers in Europe" - International Who's Who of Franchise Lawyers 2016
- "Brilliant" - International Who's Who of Franchise Lawyers 2015
- Marco Hero "stands alone" in Germany - International Who's Who of Franchise Lawyers 2014
- "Superstar of the German franchise bar" - Who's Who Legal Germany 2014
- One of the "10 most highly regarded franchise practitioners worldwide" - Who's Who Legal Global 2013
- "Highly specialized and excellently accessible" - JUVE 2011
- "Fast reactions, reasonable hourly rates" JUVE 2010
- "Clients like Marco Hero's efficient and business like approach" - International Who's Who of Franchise Lawyers 2009