

Marco Hero



- German Attorney at Law since 2002
- Partner at SCHIEDERMAIR since 2018

Practice Areas

- Franchising
- Distribution and Supply Chain
- International Commerce
- Technology, Internet, and Data Protection
- Litigation and Arbitration as it relates to the above areas of law

Practice Summary

Marco Hero focuses his practice on advising domestic and foreign franchisors, brands, manufacturers, and distributors in every phase of national or international franchising, licensing, or distribution programs.

He regularly advises foreign franchisors, manufacturers, and brands entering the German and EU markets by preparing, adapting, and negotiating international agreements.

With more than 15 years of experience, Marco has assisted executives and corporate legal departments in expanding their companies through direct or master franchising, area development, international franchising, joint ventures, licensing, or product distribution in over 35 countries on four continents. In this regard, he has negotiated national and international agreements of franchisors, manufacturers, master franchises, area developers, and distributors.

Marco also counsels clients on the application of technology to franchise and distribution systems. He focuses on matters such as e-commerce, data usage as well as regulatory compliance and antitrust.

Marco also litigates on behalf of his clients and represents them before arbitral panels.

Industry Focus

Marco has worked with clients in virtually every industry, but he regularly represents and advises clients in the foodservice and hospitality, fashion, fitness, services, automotive, and retail industries.

Representative Client Matters

- Local counsel of German branch of NYSE-listed US franchisor for over ten years
- Local counsel of US franchisor with more than ten brands and 3,000 locations worldwide for over seven years
- Regular local counsel of Australian-based franchisor with more than 2,500 locations worldwide and responsible for coordinating legal compliance for entry into more than ten European markets
- Assisted four recent German “Franchisors of the Years” in successfully entering foreign markets (including United States, China, Russia, and the United Kingdom)
- Assist “Franchisor of the Year” from the United Kingdom in entering the German market
- Local counsel for NASDAQ-listed US franchisor
- Local counsel of German branch of Japanese laser technology manufacturer
- Assisted in the successful acquisition of a German franchise system with more than 100 units by a foreign franchisor and with the subsequent brand transformation
- Assisted leading car manufacturer in structuring a franchise program and drafted franchise agreements

Publications and Speaking Engagements

Selected Publications

- Franchising in Germany - Fundamentals in Franchising in Europe, USA 2017
- Using Franchising to Take your Business International, co-author with the ICC Task Force - Franchising, Paris 2014

- Competition Laws and Data Privacy in: Fundamentals of International Franchising, 2. Ed., co-author with John Pratt, New York 2013
- International Franchising - A Practitioner's Guide, Editor, 1. Ed., London 2010
- International Journal of Franchising Law, Editorial Advisor for Germany

Presentations, Workshops, Seminars

- 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
- The Legal Environment for Franchisors in Europe, Hamburg, 2017
- Compliance and Franchise Systems, Frankfurt 2017
- How to Enter the European Market as Franchisor, Rotterdam 2016
- Claim Management in Distribution Systems, Cologne 2016
- Insolvency Issues in International Franchising, Torino 2016
- Key Issues in International Distribution Networks, Rome 2015
- International Procurement, Frankfurt 2015
- Legal Framework of Global Procurement, Cologne 2015
- How to Enter the European Market with Franchising, Tokyo 2014
- International Procurement and Law, Hamburg 2014
- Compliance in Small and Mid-Sized Franchise & Distribution Systems, Torino 2014
- Key issues in international Master Franchising, Düsseldorf 2014
- Social Media for Franchise Systems, Cologne 2014
- The Use of Brokers in International Franchising, Washington, DC 2013
- Social Media for Franchise Systems, Cologne 2013
- Choice of Venue Issues in International Franchising, Munich 2013
- Hot Topics in International Franchising, Dublin 2012
- Cross-Border Dispute Resolution in Global Franchise-Systems, Washington, DC 2012
- Wholesale Formats in International Distribution, Venice 2012
- Hot Topics in International Franchising, Dubai 2011
- Master Franchising in a Global Context, Torino 2011
- Internet Sales in International Franchise Systems, Washington, DC 2011
- The Use of Social Media in International Franchising, Vancouver 2010
- Antitrust and Modern Distribution Channels in International Franchising, Washington, DC 2010
- Real Estate Issues in International Franchising, Barcelona 2010

Professional Memberships and Activities

- German Franchise Association (DFV), Board Member Committee International Affairs
- American Bar Association (ABA), Forum on Franchising (former officer International Franchising Division Committee)
- International Bar Association (IBA), International Franchising Committee (former Vice Chairman)
- International Distribution Institute (IDI), Board of Directors since 2015 und expert for German franchise law since 2010
- German Franchise Institute, Lecturer for franchise law
- Franchise Campus, Lecturer for international franchise law
- Teach German to refugee children at a primary school in Frankfurt neighborhood

Education and Career

Marco has been admitted to practice law in Germany since 2002. He joined SCHIEDERMAIR in Frankfurt as a Partner in 2018. He is a member of SCHIEDERMAIR's Franchise and Distribution Practice Group.

Before joining SCHIEDERMAIR, Marco started his career, and eventually became a Partner, with TIGGES RECHTSANWÄLTE in Düsseldorf and Munich (2001-2012) and was later a Partner of SGP RECHTSANWÄLTE in Munich (2013-2017).

Marco studied law at the University of Saarland in Saarbrücken, Germany and at Universidade Católica in Lisbon, Portugal.

Professional Recognition

- "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
- "Leading name in distribution and franchising" - JUVE Handbook Commercial Law Firms 2017
- "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
- "Leading name in distribution and franchising" - JUVE Handbook Commercial Law Firms 2016
- "Brilliant" - International Who's Who of Franchise Lawyers 2015
- "Impressive work on complex franchising contracts" - International Who's Who of Franchise Lawyers 2015
- "Leading name in distribution and franchising" - JUVE Handbook Commercial Law Firms 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" - International Who's Who of Franchise Lawyers 2013
- "Highly specialized and excellently reachable" - JUVE Handbook of Commercial Law Firms 2011
- "Fast reactions, reasonable billable hours" - JUVE Handbook of Commercial Law Firm 2010
- "Clients like Marco Hero's efficient and business-like approach" - International Who's Who of Franchise Lawyers 2009

Languages

German

English

Contact

Marco Hero
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