

Distribution, Franchising and Agency Agreements

Moroğlu Arseven has significant experience helping clients to establish, manage and terminate their distribution, franchising and agency arrangements in Turkey. Our support includes strategic planning, risk assessment, negotiation support and regulatory compliance advice, as well as dispute resolution and termination. We focus on structuring these arrangements so that they support and strengthen commercial activity, as well as seamlessly integrate with our client's existing processes and relationships.

Distribution Agreements

Moroğlu Arseven has significant experience advising on the legal aspects of establishing, managing and terminating distribution arrangements, as well as other facets of supply chains and sales channels. These arrangements are often complex, meaning legal frameworks require heavy tailoring to suit the distinctive characteristics of each industry and relationship.

The firm supports wholesalers, retailers, and distributors involved in direct as well as indirect channels. Our clients represent all points of view in these relationships, from small retailers and agents, through to major multi-national distributors, with complex logistics chains.

We support clients involved in exclusive and non-exclusive distribution agreements, giving close attention to the specific legal issues which each model involves. For instance, territory and performance obligations under exclusive distribution agreements. Our support involves strategic planning, risk assessment, negotiation support, as well as advising on regulatory and competition law compliance matters.

Moroğlu Arseven's strong dispute resolution team and integrated approach mean we support clients with all aspects of their distribution disputes, terminations and enforcement procedures. We have particular experience representing clients to make or defend portfolio claims, which often address very high-values, or complicated cross-border issues.

Moroğlu Arseven's support includes integrating dispute resolution procedures into distribution arrangements even before a conflict arises, as well as supporting clients to implement these procedures. Our advice focuses on ensuring distribution disputes are resolved as quickly and cost-efficiently as possible, with the least business interruptions that can be expected in the circumstances.

Franchising

Moroğlu Arseven supports clients with all aspects of franchising relationships, including franchisees and franchisors, as well as other stakeholders involved with the master franchise. The firm has significant experience supporting multinational companies to launch their brand in Turkey, as well as supporting local companies to launch outside Turkey. We support clients across a range of industries, with a particular focus on retail, fashion, hospitality, restaurants, leisure, as well as education. Our advice ranges from support to draft disclosure documents and structure franchise agreements, through to licensing and distribution, multi-

jurisdictional compliance, competition or commercial property issues.

We work closely with clients to understand and advise on how franchise relationships will work, including analysis of the legal risks and liabilities involved, as well as practical aspects of monitoring corporate image and standards. We regularly support clients to avoid and resolve conflicts regarding a range of issues within franchise relationships, including improper competition, portfolio relicensing, territory management, maintaining operational standards, support services, royalties, as well as many other aspects of franchising agreements.

We also support struggling franchises to develop solutions and strategies which help safeguard franchisor interests when an entity faces financial distress or possible insolvency.

Related Practices

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- [Sale and Lease Agreements](#)
- [Antitrust and Competition](#)
- [Foreign Investment and Business Set-up](#)
- [IP Licensing](#)
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