



**Mark Abell**  
Partner

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*Mark Abell has "amazing commercial acumen and negotiation skills," and really "knows his stuff," according to clients. He is further praised as a "very personable, highly approachable" solicitor.*

Chambers UK 2013

*Named as the "Guru of Franchising Law" by Chambers and nominated by the Who's Who of Franchising as one of the World's leading franchise practitioners*

Mark is global head of our Franchising, Licensing and Multi-Channel Strategies team. He is based in London.

He has been described by the Chambers Legal Directory as being "renowned as the guru of franchising".

Over the last 32 years he has constantly advised a wide range of household names, particularly in the retail, food & beverage, education and health care sectors, on the development and implementation of their domestic and international growth of their franchise business. Mark has also acted for many large franchisee groups in their disputes with their franchisors.

Having written his doctoral thesis on "The Law and Regulation of Franchising in the EU", Mark has acted as an expert to the WIPO and WTO on franchising, in which capacity he has advised a number of sovereign governments (including China and India) on how to best regulate franchising and use it to encourage economic growth. Mark is co-editor of the world's leading legal periodical in his field of practice, "The International Journal of Franchising Law".

Mark is a member of the IBA Franchise Committee and the ABA Franchise Forum. He is a frequent speaker at both legal and commercial conferences around the world on Franchising and Multi-Channel Strategies.

Mark has published more than 1,000 articles in a wide variety of publications and journals. He is also the author of nine books, including "European Franchising – Law and Practice in the European Community", "The International Franchise Option", "The Franchise Option – A Legal Guide", "Franchising in India", "Alternative Corporate Re-Engineering" and "The Law and Regulation of Franchising in the EU". He is the co-author of the WIPO publication on franchising and is the author and edits for the Butterworth's Encyclopaedia of Forms and Precedents volume on Franchising, Distribution and Agency law, a standard text of the UK's legal profession. Mark is also co-author and editor of the 600 page book "The Franchise Law Review" which is now in its third edition.

Mark is a visiting lecturer in Franchising at Queen Mary University of London, where he teaches part of the LLM course.