



Mr. Marco Hero, Lawyer (Germany)



Marco Hero is a partner with the law firm TIGGES. He concentrates his practice in domestic and international franchise law. Mr. Hero is counsel to a number of European and American franchisors as well as master-franchisors from Australia, Canada, Europe and the U.S..

Marco devotes his practice to structuring new franchise- or master programs and restructuring existing franchise programs, terminating and renewing franchise relationships, and preparing franchise disclosure documentation. His practice includes related matters such as competition, trademarks, corporate and antitrust.

His law firm TIGGES is also specialized in assisting franchisors and master-franchisors in setting up financing or venture capital programs.

Mr. Hero is a frequent contributor to legal publications on franchising law topics in German and English, including the book "Masterfranchising" and the Journal of International Franchising Law. He speaks regularly on franchising matters in Europe and the United States, including presentations at the International Franchise Association and the International Franchise Expo. He lectures regularly on domestic and international business law matters at akademies and business seminars in Germany and Austria.

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