

With a deep bench of multi-disciplinary attorneys, we will handle your legal challenges while you focus on what you do best. Whatever the result you need, we've got the resources to advise and represent you – and make it happen.

# **How We Can Help You**

The hospitality business requires a wide range of legal assistance, from real estate to labor and employment, from intellectual property to data protection and beyond. We can provide you with a comprehensive strategy to execute financial transactions, keep your workforce performing at its very best, protect your brands and maximize their value, safeguard your data, negotiate talent contracts, handle technology transactions, defend you through litigation and navigate legislative and regulatory issues.

### Commercial Real Estate & Financing

Our nationally recognized commercial real estate and financing attorneys have represented borrowers, lenders and investors in the acquisition, development and financing of hotels and other hospitality properties. Whether you are a franchisor or franchisee, we can provide you with both comprehensive strategy and efficient, effective execution in all franchise-related transactions.

### You Need a Great Workforce. We're Here to Help.

Few industries depend more directly on the quality of its workforce than hospitality. And labor and employment issues play a major role in your business decisions every day. From the alphabet soup of employment-related regulations to labor negotiation and immigration issues, we've got you covered. With more than 60 practice-specific lawyers, our labor and employment team is one of the largest and most respected within a full-service law firm. We will help you remain in compliance, negotiate contracts to avoid suits, train and coach your staff on best practices and guide you through litigation.

### Helping You Build and Defend Your Brand

The development and protection of a company's name, logo and other intellectual property is one of the most important areas for any hospitality business. Our team includes lawyers who handle trademark and service mark, copyright, trade dress and design patent matters. We can help you locate and clear business names and trademarks, file applications with the U.S. Patent and Trademark Office and foreign jurisdictions and register your marks in the U.S. and worldwide.

### Protecting Your Customer and Business Data

The hospitality industry is under a cybersecurity siege. We know how to protect you. Prominent hotel chains and hotel management firms have experienced data breaches in recent years, and the Federal Trade Commission's role in regulating cybersecurity and prosecuting enterprises that fail to protect customer data is rapidly expanding. We will work proactively with you to reduce your risk and to reactively mitigate and weather the fallout from any breach.

### The Unique World of Entertainment Law

Entertainment law is its own discipline. Yet, it's a broad discipline that encompasses corporate, finance, intellectual property and publicity and privacy. Our attorneys are skilled at negotiating with talent agents, drafting contracts, handling mediation, negotiating artist contracts, dealing with music public performance rights organizations, arbitration, and litigation to keep you protected.

### Hospitality Needs Technology

Hospitality businesses depend on technology to stay competitive. Consumers expect speedy, safe and convenient technology transactions, and nothing less. Our experienced attorneys negotiate and draft contracts with vendors to purchase, lease, install and maintain equipment and software.

### Avoid Litigation if Possible. If Not, Get the Right Result.

Disputes are a fact of life for hotel and restaurant operators. Our first objective is to avoid costly disputes through preventive planning, but we are prepared to defend you through litigation whenever necessary. Our litigation attorneys have deep experience representing hospitality companies in all facets of dispute resolution, whether through informal negotiations, mediation, arbitration or litigation.

# Our experience spans all sectors of hospitality

Hotels – Boutiques to International Luxury Resort Brands | Sports and Entertainment Venues | High-End Retail Gaming Properties | Mixed-Use Properties | Luxury Residential Properties | Restaurants and Bars

# **ADVANCING OUR CLIENTS' GOALS**

# **Helping with National Restaurant Transactions**

Over the course of a year and a half, a dedicated team of Buchanan real estate attorneys represented the parent company of two highly successful national restaurant brands in the sale and leaseback of 175 of its restaurants in 27 states.

# **Lobbying for the Slopes**

Our government relations team lobbied on behalf of the Pennsylvania Ski Areas Association by navigating through tough terrain to ensure member ski resorts were not affected by road closures or negatively impacted by tax changes.

### **Proactive Protection**

Multiple luxury hotel, resort and hospitality groups have benefited from our cybersecurity team's comprehensive data security training programs and cybersecurity policies – getting ahead of any potential threats.

# **The Global Destination that Just Keeps Growing**

A Bahama-based company enlisted our help with several hotel projects in Florida. Our hospitality team of tax, corporate, real estate and land use attorneys assisted with entity and tax structuring, acquisition, due diligence, land use and governmental entitlements and hotel franchising and development.

# **Trademarking a Living Piece of History**

Following the major renovation and re-opening of one of the most historic hotels in the United States, our Intellectual Property team worked with a client to register hundreds of trademarks with the U.S. Patent and Trademark Office.

#### **Can You Name That Song?**

We achieved a favorable settlement for a chain of fast food restaurants in trademark litigation filed by one of the world's most famous musicians alleging infringement of a song title.

### **Leading Franchisees to Victory**

Our labor and employment attorneys guided franchisees of a national restaurant chain through a comprehensive U.S. Department of Labor – Wage & Hour Division investigation of alleged unpaid minimum wages, miscalculated overtime, unlawful deductions, and tip credit and allocation issues, resulting in a favorable resolution of all claims. The team further assisted the franchisees in taking proactive measures to reduce the risk of future restaurant-specific wage and hour claims.

**Co-Chairs of Hospitality Industry Team:** 

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