



## **ROBERT A. CHERECK**

**Partner**

**Los Angeles**

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### **BIOGRAPHY**

Andrew Chereck concentrates his practice in the areas of franchise and distribution law, general corporate transactions and intellectual property. His franchise and distribution law practice includes counseling clients in structuring new franchise programs, franchise registration and disclosure matters, negotiating multi-unit transactions and assessing the applicability of federal and state franchise and business opportunity laws. In his corporate practice, Mr. Chereck represents companies in various corporate transactions, including, entity formation matters and mergers and acquisitions. His intellectual property practice focuses on the commercial exploitation of intellectual property and assisting clients in drafting and negotiating software, content, trademark and technology licenses and work-for-hire and co-branding agreements.

Mr. Chereck also has experience in commercial and franchise litigation. He has represented clients in a variety of actions, including breach of contract disputes and enforcement of non-competition

provisions.

Mr. Chereck is a member of the firm's Recruiting Committee.

## CIVIC INVOLVEMENT & HONORS

- *Who's Who Legal: Franchise*, 2016

## PROFESSIONAL AFFILIATIONS

- Certified Franchise and Distribution Law Specialist, State Bar of California
- State Bar of California – Member, Franchise Law Committee of the Business Law Section, 2014-Present
- International Franchise Association
- American Bar Association – Forum Committee on Franchising & Young Lawyers Division
- California State Bar Association
- Los Angeles County Bar Association

LAX Coastal Chamber of Commerce, Board of Directors

## COMMITTEE CONTENT

- Recruiting Committee

## ADMISSIONS

- California, 2004
- United States District Courts for the Central, Eastern, Northern and Southern Districts of California

## EDUCATION

Southern Methodist University, J.D., *cum laude*, 2004

The University of Texas at Austin, B.A., 2000

## RELATED PRACTICE AREAS

- Franchising
- Technology Transactions
- AdTech
- PropTech
- Corporate
- Litigation & Dispute Resolution
- International
- Litigation & ADR
- Regulatory Franchising
- Transactional
- Franchise Mergers & Acquisitions
- Business & Commercial Disputes

## RESOURCES

### PUBLICATIONS

- "Building Brands Through Franchising and Licensing," *Los Angeles Business Journal*, September 29, 2014
- "Surveys: Business Tools and Valuable, But Often Overlooked, Evidence," *Franchise Lawyer*, Vol. 16 No. 4, Fall 2013 (co-author)
- IN PROCESS: ABA Student Text book project – Chapter on Alternatives to Franchising
- "Selected State Laws, Commentary and Annotations," *Franchise Desk Book*, Second Edition, American Bar Association, February 2008 (contributing author)
- "The Deportation of Criminal Immigrants," *9 L. & Bus. Rev. Am.* 609, 2003

### SPEAKING ENGAGEMENTS

- "Unintended Consequences: Recent Trends, Laws and Regulations Impacting Corporate Risk Management and Litigation," The Association of Corporate Counsel CLE Roundtable, Costa Mesa and Santa Monica, Calif., May 28-29, 2014

## RELATED INSIGHTS

News

Nov 10, 2023

**BCLP names global group to partnership**

Insights

Mar 27, 2020

**Franchise Registration U.S. States Attempt To Accommodate An Industry Impacted By Coronavirus**

News

Jan 23, 2020

**BCLP Advises Seller in Sale of Iconic Beverly Hills Restaurant**