



# DC STRATEGY

## *Lawyers*

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*We build, consolidate and  
secure solid legal structures.*

# *Starting, selling or expanding your business?*

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*Our team of experienced commercial, IP and franchise lawyers provide you with practical, cost effective legal advice and assistance. We are dedicated to protecting and growing substantial enterprise value by ensuring the legal frameworks we develop or review are driven by the commercial needs of your specific business.*

## *Trade Marks:*

We can provide strategic advice and assist with the registration of trade marks in addition to design registrations/management of portfolios, trade mark and copyright infringement disputes, domain name disputes, social media take down notices, IP licensing and assignments.

## *Commercial Leasing:*

We can provide practical commercial leasing solutions to ensure your interests are protected by reviewing and negotiating the terms of your commercial or retail leases.

## *Buying or Selling a Business:*

We can prepare business sale contracts, negotiate terms and keep you updated during the process to ensure the terms provide the best options, whether you are buying or selling a business.

## *Business Structures:*

We can give you practical advice on structuring your current business including company registration,

incorporation, shareholder agreements and taxation implications as well as the strategy to adapt and transition between structures as your business develops.

## *Licensing and Distribution:*

We can prepare licensing and distribution agreements that will develop successful business relationships, communicate and preserve your brand, and grow your business domestically and internationally. We can also assist in supply agreements.

## *Dispute Resolution, Mediation and Litigation:*

We strive to resolve disputes outside the courts if possible providing the most cost-effective and efficient advice including mediation, negotiation and litigation where necessary, regardless of whether your dispute relates to franchising, debt recovery, misleading conduct or other legal issue

# *Franchise Law*

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*As franchise experts, we understand the Franchising Code of Conduct and ensure you can succeed and comply in the following:*

## *Franchise Agreements:*

Our custom drafting specifies the terms and policies around every aspect of the franchisor-franchisee relationship protecting your brand, intellectual property and processes and systems.

## *Disclosure Document:*

This is designed to give potential franchisees information about your business and past experience and must be proffered in a specific format under the Code before any franchise agreement can be entered into.

## *Franchise Review:*

We protect your interests throughout the legal due diligence process in purchasing a franchise with fixed fee, written advice.

## *Advice and Assistance*

We can assist with your needs regarding franchise breaches, terminations and sales.

## *Contract Drafting and Contract Review:*

We can draft or review and advise on a wide range of commercial contracts from management agreements to supply contracts that secure your business and grow enterprise value.

# *Additional Services*

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## *Business & Commercial:*

Corporate and Business structuring and documentation including:

Partnership Agreements

Shareholders Agreements

Buy/Sell Agreements

Joint Venture Agreements

## *Property:*

Residential and Commercial Conveyancing;

including Strata and off the plan purchases

Commercial, Industrial and Retail Leasing

Sub Leases and Licences; and agreement to lease

Incentive Deed, Carparking and Storage licences

## *Estates:*

Wills and Powers of Attorney

Appointment of Enduring Guardian

Cohabitation Agreements

Probate and Administration of Estates

Family Provision Claims

## *Buying & Selling A Business:*

Website Terms and Conditions

Privacy advice and Policy creation

Supply Agreements

Distribution Agreements

Service Agreements and other Commercial Agreements

Liquor Licensing Applications

Transfers and Primary Service Applications

Personal Property

Security Registrations and Advice

Debt Recovery and Bankruptcy

Employment Law advice and contract drafting

Contractual disputes and litigation

## *Trade Marks & Intellectual Property:*

Trade Mark applications, registrations and renewals

International Trade Mark advice and applications

Design Applications, registrations and renewals

Oppositions and/or cancellations to Trade Mark

Applications

Intellectual Property disputes, including infringement and passing-off claims

Intellectual Property Licensing;

Assistance in setting up Intellectual Property holding structures

Trade Mark Watch and Clearance Searches

Domain Name and Social Media advice and disputes

Assignments and other contracts



## *Get to know the team*

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### *Rostom Manookian*

Rostom is admitted to practice in NSW and Victoria and is an experienced lawyer with depth knowledge and experience with many industries including, hospitality/restaurant/liquor licensing, franchising, and commercial property.

Prior to joining DC Strategy Lawyers as the firm's Legal Practice Director, Rostom operated his own legal practice for more than 4 years. Rostom merged his practice with DC Strategy Lawyers to take advantage of the synergies between the two firms.

Rostom is committed to delivering consistent quality and value to his clients and aims to establish a reliable, trustworthy, responsive relationship with clients to ensure continued delivery of quality service that his clients have come to expect from him.

### *Nina Rossi*

Nina Rossi is a commercial and intellectual property lawyer admitted to the Supreme Court of New South Wales. She has completed Bachelor Degrees in Arts (Linguistics and History) and Law, along with a Masters in Management from the University of Sydney.

Nina began her career working as a Trade Mark Examiner at IP Australia, later moving on to private practice and serving clients across industries, including fashion, IT, not for profit, food product manufacturing/distribution and food services. Nina has otherwise worked over the past 7 years in commercial and corporate advice and contract drafting, litigation, intellectual property registrations, advice and disputes and insolvency matters. Nina is keen to work with clients to grow their franchise network, develop their business and overall achieve their goals.

# *DC Strategy Lawyers is part of the DC Strategy group.*

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*We consider the success of our work is  
measured by the successful growth of  
our client's businesses.*

Our exceptional track record gives clients confidence in our ongoing assistance as we have developed a large number of Australia's iconic franchise networks. This includes Australia Post, AGL, ANZ Mortgage Solutions, Total Tools, Poolwerx, Terry White Pharmacies, OPSM, Grill'd, Bakers Delight, Forty Winks, Hairhouse Warehouse Jetts Fitness, Laser Clinics, Monash IVF, Tattersalls, RACV, Dymocks, Aussie Home Loans, Angus & Robertson and Ella Bache. We've taken start-ups such as Boost Juice, Cartridge World and Jenny Craig to international brands and assisted international brands like Ben & Jerry's, L'Oreal, Carl's Jnr, Caltex and BUPA establish in Australia.

*"The companies that survive longest are the ones that work  
out what they uniquely can give to the world - not just growth  
or money but their excellence, their respect for others, or their  
ability to make people happy. Some call those things a soul."*

- CHARLES HANDY (B.1932) IRISH AUTHOR/PHILOSOPHER, THOUGHT LEADER IN ORGANISATIONAL BEHAVIOUR & MANAGEMENT

# Who is DC Strategy?

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*Our collective mission is to collaborate and partner with you in achieving your dreams. Like you, we offer genuine goods and services, building value, providing employment and integrating meaningfully with our community.*

Every person in our organization is inspired and driven by this vision. With our values, knowledge, experience and complementary skills we have built a diverse, high performance team that delivers on our goals and those we set with you. Quite simply this is why DC Strategy exists. It underpins our culture, drives our performance and ensures our consistent commitment to you.

- We're **AUTHENTIC** and we're totally unpretentious. You can trust what we promise and you can rely on us to deliver
- We're **FAIR** and honest. We respect our team and our clients and what they've achieved
- We're **DEDICATED** and hands-on with real world experience. We work as hard as our clients to drive their businesses
- We're **INTELLIGENT** and perceptive with substantial professional initiative. But we're realistic, down-to-earth and there's absolutely no BS!
- We're **PASSIONATE**. Why we do what we do matters immensely – to our clients and to us.
- We're **ORIGINAL** and slightly eccentric – in a good way! That's what makes us adaptable, imaginative and resourceful.

The region's only end-to-end commercial, legal, recruitment, brand, marketing, technology and training consultancy, our multi-disciplinary team assists entrepreneurs from start-ups and SMEs to NGOs, government bodies and large corporates. For over 30 years we have worked with retail, food, industrial, financial, community, professional and service organisations to develop sustainable networks, to hold and protect intellectual property and to grow market share and brand authority nationally and overseas.

We acknowledge our individual and collective obligation to you to deliver seamless results that are professional, practical and cost effective.

We recognise and utilise individual talent, we provide well-defined responsibilities and we hold ourselves accountable to each other and to you. Our ambitious performance goals empower not only our people, but inspire our many successful clients to become innovative market leaders in their fields. We understand your passion and we are here to assist and support your vision of a thriving, profitable and sustainable enterprise.

*“This is a lesson for all of us to live our lives by:  
That the ways in which we will achieve our goals are bound by  
context, changing with circumstances even while remaining  
steadfast in our commitment to our vision”*

- NELSON MANDELA, RECEIVING THE CHRIS HANI AWARD JOHANNESBURG, JULY 1998

# DC STRATEGY

## *Lawyers*

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