

Emma Roake

Legal Director

I am a legal director in Fox Williams' technology team, advising clients on their agency, distribution, concession, franchising, licensing and supply chain agreements.



Emma is a commercial lawyer with a particular focus on agency and distribution matters (both contentious and non-contentious). Emma specialises in:

- assisting businesses to put in place agency and distributorship agreements which protect their rights in respect of their UK and overseas agents and distributors;
- advising principals on how best to manage the termination of their agreements with agents in order to minimise their exposure to claims;
- advising principals on claims made against them by former agents under the Commercial Agents (Council Directive) Regulations 1993; and
- advising agents on claims against their former principals under the Commercial Agents (Council Directive) Regulations 1993.

Emma has a particular focus on the fashion sector and has advised fashion clients for many years on their commercial agreements and disputes. Emma is a member of Fox Williams' agentlaw team and Fashion Law Group and speaks regularly at events on agency and distribution issues.

Emma also advises on a wide-range of other cross-border and domestic commercial agreements, including franchise agreements and hotel management agreements.

Legal Expertise

- Agency law
- Commercial
- Distribution law
- Fashion
- International trade
- Technology and online

Experience

- Advising a large trade association on an ongoing basis in respect of its compliance with competition law.
- Advised the UK agent for an overseas sportswear brand on securing an indemnity payment following the termination by the sportswear brand of the agency.
- Advised a fashion agency in respect of its claims against a US swimwear brand for unpaid commission and compensation under the Commercial Agents (Council Directive) Regulations 1993.
- Advised a hotel owner in relation to a suite of hotel management agreements with a large international hotel chain.
- Advised a global eyewear client on the reorganisation of certain channels to market and the putting in place of revised agreements with licensing partners, agents and distributors.
- Advised a sales agency in the consumer electronics industry in relation to its claims against its former principal for unpaid commission and compensation under the Commercial Agents (Council Directive) Regulations 1993.