



## HERBERT A. HEDDEN

Partner [Columbus Office](#)

Phone [614.464.6430](tel:614.464.6430)

Fax [614.719.4755](tel:614.719.4755)

Email [hahedden@vorys.com](mailto:hahedden@vorys.com)

### PRACTICE AREAS

eControl

Franchising and Distribution

### EDUCATION

The George Washington University Law School, J.D., 1990, with Honors

Harvard University, John F. Kennedy School of Government, M.P.P., 1981

University of North Carolina, Chapel Hill, B.S. Business Administration, 1979, Phi Eta Sigma, Beta Gamma Sigma, Phi Beta Kappa

### BAR AND COURT ADMISSIONS

Ohio

U.S. District Court for the Southern District of Ohio

Herb is a partner in the Vorys Columbus office. He practices in the area of commercial law with a strong emphasis on franchising and distribution law. He represents franchisors, subfranchisors and master franchisees in planning the structure of franchise relationships and the initiation of new franchise programs, as well as in the preparation of franchise agreements and franchise disclosure documents and in obtaining state franchise registrations nationwide. Herb represents manufacturers, distributors, suppliers, dealers and sales representatives in licensing arrangements, distributorships, dealerships, sales representative relationships and a variety of other relationships and transactions involving the commercial distribution of goods and services. He also represents franchisors, manufacturers and distributors in establishing franchise and other relationships with franchisees and other parties located in other countries. In addition, Herb has broad experience in counseling business clients on warranty law issues. He is also a member of the Vorys eControl team.

### Career highlights include:

- Representing a leading Central Ohio condominium developer in the development of the first ever program to franchise a condominium development business
- Representing private equity clients as franchising diligence co-counsel in acquisitions and divestitures of franchise systems
- Representing a leading manufacturer of marine engines in its critical supply agreements and in management of warranty-related litigation filed in jurisdictions throughout the United States
- Representing a leading franchisor in the home services industry in the establishment of a national advertising program
- Representing a leading U.S. retailer in establishing franchise relationships with local franchisees in several foreign countries

Herb is a member of the American Bar Association, the American Bar Association Forum on Franchising, the Ohio State Bar Association and the Columbus Bar Association.

Herb has spoken at the International Franchise Association's Annual Legal Symposia on franchise law subjects and at the Ohio State Bar Association's primary CLE programs on franchise law in 2011, 2013 and 2015.

Herb received his J.D. with honors from The George Washington University Law School, his M.P.P. from Harvard University's John F. Kennedy School of Government and his B.S. in business administration from the University of North Carolina, Chapel Hill, where he was named to the Phi Beta Kappa, Beta Gamma Sigma and Phi Eta Sigma honorary societies.

VORYS

## HERBERT A. HEDDEN

(Continued)

### Insights

"Real Estate Matters in Acquisitions and Mergers," Summer 2014

"Are Your Licenses Really Franchises? How to Avoid Inadvertent Franchise Regulation,"  
October 28, 2013

"Covenants Against Competition in Franchise Agreements: Ohio Chapter," January 1, 2012

"Advising Small Businesses - Franchise Law Chapters," January 1, 2011

### Professional and Community Activities

ProMusica Chamber Orchestra, Board Member, 2012-2018; Treasurer, 2015-2018

Children's Hunger Alliance, Board Member, 2011-2014

Fellow of the Columbus Bar Foundation since 1999

### Honors and Awards

*The Best Lawyers in America*, Columbus Franchise Law "Lawyer of the Year," 2015, 2017

*Columbus CEO*, Top Lawyers in Columbus, 2010-2015, 2017-2018

*The Best Lawyers in America*, Franchise Law, 1997-2020

*Who's Who Legal-Franchise: The International Who's Who of Franchise Lawyers* 2010-2018

Martindale-Hubbell AV Peer Review Rated

*Ohio Super Lawyers*, Franchise/Dealership, 2004-2005

### Events

Franchise Law Seminar

Entrepreneurs and Executives Series

Franchising in Ohio: What Every Lawyer Needs to Know

Franchising in Ohio

3rd Annual Ohio Global Summit