

**HOSPITALITY & RETAIL**



### CONNECTED WITH OUR COMMUNITY

Higgs Fletcher & Mack's Hospitality & Retail group offers proven expertise advising businesses and individuals on corporate, employment, real estate, intellectual property and immigration issues. With over seventy years of experience, we know what works in San Diego—ensuring our hotel, restaurant and tourism-based clients thrive.

We assist with operational issues, plan for development and expansion, and strategically advise our clients on how to minimize risk. Higgs' long standing presence in San Diego has enabled our group to establish deep industry and community connections.

### PROVEN LEGAL EXPERTISE

#### *Employment*

- Advise and defend employers from wage and hour, harassment, and discrimination claims
- Negotiate hiring and termination packages
- Assist with employee training and education

#### *Corporate*

- Advise on corporate formation and tax issues
- Draft license and insurance agreements
- Negotiate franchise agreements

#### *Litigation*

- Franchise Disputes
- Leasing and Sale Disputes
- Trademark and Licensing

#### *Immigration*

- Obtain B-1/B-2 visitor visa category, E-1/E-2 treaty trader or treaty investor category, H-1B specialty occupation category, H-2B temporary/seasonal workers, L-1 Intra-company transferee category, P-1 entertainment visa, O-1 extraordinary ability visas, and TN professional occupations
- Represent employers and individuals sponsoring a person for permanent residence
- Advise and assist with EB-5 investment immigrant visa processing

#### *Real Estate*

- Negotiate purchase, sale and lease agreements
- Obtain development permits
- Advise on redevelopment and expansion options

#### *Intellectual Property*

- Name and Image Licensing
- Brand Clearance, Protection and Enforcement
- Trade Secret Policy and Protection
- Assist with selection of non-trademarked names





## WE KNOW HOSPITALITY & RETAIL

Hospitality is San Diego's third largest economic generator bringing over \$7 billion to the local economy in 2010. Tourism accounts for over 11 percent of the regional economy. San Diego has been ranked as the fourth most popular tourist destination for United States travelers and the eighth most popular destination for international travelers. Higgs is proud to be a member of many industry organizations including Downtown San Diego Partnership, East Village Association Business Improvement District, Chambers of Commerce, and San Diego County Hotel-Motel Association.

We work with our clients in the tourism industry to help them sustain and economically grow their businesses. We partner with our clients to meet and exceed their needs and protect their business assets.



## REPRESENTATIVE CLIENTS

Higgs represents entities and organizations that draw people to visit San Diego like the Pala Racetrack, craft breweries, the Balboa Park Centennial Celebration, and other special events that attract and promote tourism.

Airbnb	Iron Fist Brewing
Ballast Point Brewing	Karl Strauss Brewing
Brazen BBQ	Old Town Mexican Cafe
Ciatti Company	Pala Racetrack Pueblo
Hobie Cat Company	Bonito Resorts
	The Old Globe



## UNIVERSAL EXPERTISE.

### LOCAL FOCUS.

Founded in 1939, Higgs Fletcher & Mack is San Diego's oldest full-service law firm. We make it our business to know our clients and their competition, constantly expanding and evolving in the areas where they have needs. We look for solutions, focusing on the economics of our clients' issues. The firm's lawyers, over 70 in number, are individually and collectively committed to the personal and professional values that make us exceptional in the legal services industry.

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