

PROFILE



Partner
Franchising & Licensing
Intellectual Property
Hotels, Resort & Tourism
Foreign Investment
Corporate & Commercials
Makarim & Taira S., Jakarta, Indonesia

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Qualifications

LL.M., University of Melbourne, Victoria, Australia, 2002
S.H., University of Trisakti, Jakarta, Indonesia, 2000

Language

Bahasa Indonesia, English

NORMA MUTALIB

ABOUT NORMA

With over 21 years of experience in Indonesia's fast-paced legal industry, Norma has broad experience in various areas, particularly market entry, regulatory issues and best practices. Personable and professional, she excels in building loyal relationships, understanding clients' needs and delivering value in solving their legal problems. Norma has extensive expertise in franchising and hotel management arrangements, including in intellectual property, employment, foreign investment and corporate & commercial matters.

Norma is an active contributor to prominent franchise law publications, such as the Franchising Global Guide (Thomson Reuters), Franchise Law Journal (the American Bar Association), Lexology Getting The Deal Through, the International Journal of Franchising Law, and Who's Who Legal. Since 2016, she has been continuously listed in the prestigious Who's Who Legal Franchise.

Working seamlessly with her team, Norma's deep understanding of the unique nature of Indonesian legal work allows her to provide highly practical and commercially sound advice after thorough examination of each client's situation. Her ability to think creatively enables her to find solutions within the confines of the relevant legal framework, making her a valuable asset for multinational law firms, international clients and in-house corporate legal counsel.

Norma's success has earned her numerous accolades. She is listed as a Global Leader in Franchising in the 2022 edition of Who's Who Legal and as a Recommended Lawyer in Southeast Asia Franchise in 2021-2023. In addition, she was acknowledged as a Recommended Lawyer in Intellectual Property in the

Legal 500 Asia-Pacific 2022-2023 and was recognised in Asia IP Experts 2022-2023 in Licensing & Franchising.

EXPERIENCE

Corporate and Commercial

- Representation of major multinationals and their local subsidiaries in both foreign investment and general corporate/commercial matters. Work ranges from general investment, transactional works to ongoing corporate and commercial matters. Clients include, among others, Kimberly-Clark, PUMA, MTV, HBO, Halliburton, Motorola, Tyco, ThyssenKrupp, Kingfisher, VISA, Fresenius Medical Care, Billabong, Bank of America Merrill Lynch, Kerry Group, etc.

Franchising and Licensing

- Representation of famous foreign franchisors in franchising and licensing their business in Indonesia. Work ranges from general advisory services and registration of the business with authorities. Clients include, among others, Bvlgari, 7-Eleven Inc, Karen Millen, Starbucks, Auntie Anne's, Pop Bar, Burger King, Taco Bell, Starbucks, Subway, Ray White, Snap Fitness, WHSmith, Ruth's Chris, Mothercare, Wall Street, L'Occitane, Gap/Old Navy, Hertz, Mark and Spencer Dunkin' Donuts, Baskin-Robbins, Domino's Pizza, Agent Provocateur, Gloria Jean's Coffees, etc. Norma is continuously listed in the prestigious Who's Who Legal Franchise since 2016.

Intellectual Property Rights

- Representation of foreign trademark proprietors in relation to intellectual property rights matters in Indonesia. Clients include, among others, Hilton Group, Millennium & Copthorne, Caesars Entertainment, De Beers, Destination Asia, Stussy, UBS, etc.

Hotels and Resorts

- Advisory and transactional works in relation to management of hotels and resorts including drafting and reviewing all types of hotel agreements for various hotel brands or groups including, among others, Marriott, Louvre Hotels, Premier Inn, International Hotel Group, Hilton Worldwide Group, Dusit Thani, Accor, Hakkasan Group, etc. Advising generally as to hotel and resort legal issues.

Manpower

- Advisory works in relation to Indonesian employment matters and all aspects of labour and employment related issues, including, among others, terminations and redundancies, contracts, Company Regulations, Collective Labour Agreements, etc.

ACCOLADES

Legal 500

Recognised as a Recommended Lawyer in Intellectual Property in the Legal 500 Asia-Pacific 2022-2023

Who's Who Legal

Recommended Lawyer in Who's Who Legal for South East Asia Franchise 2021-2023

Asia IP

Asia IP Experts in Licensing and Franchising 2022-2023

APPOINTMENTS/MEMBERSHIPS

- Member of the Indonesian Advocates Association (PERADI) since 2007
- Member of the Indonesian Intellectual Property Rights Consultant Association since 2006

PUBLICATIONS

- Author, AsialP: Indonesia readies IP-Based Financing for creative economy growth 2023
- Author, Mondaq Comparative Guides on Franchising 2023
- Author, Mondaq Comparative Guides on Trademarks 2023
- Contributor, Articles related to Franchising in Indonesia: 2018-2023, Getting The Deal Through.
- Co-contributor, Articles related to Intellectual Property Rights: 2019 and 2020, Asia IP Magazine.
- Co-contributor, Articles related to Franchising in Indonesia: 2016, 2017 and 2018, Practical Law Global Guides / the Franchising Global Guide (Thomson Reuters)
- Co-contributor, Indonesia's Franchise Regulations: 2010, International Journal of Franchising Law
- Co-contributor, Doing Businesses Project: 2004, 2005, 2008, 2009, 2010 2011, 2012 and 2013, IFC - The World Bank
- Co-contributor, Articles related to Intellectual Property Rights: 2006, 2007 and 2008, World Copyright Law Report