

## Andrea Gregory DiSandro

Counsel

Northern Virginia

### Biography

Andrea Gregory DiSandro's practice focuses on complex commercial contracting in regulated industries – primarily, licensing, franchise, and distribution deals for automotive and pharmaceutical manufacturers and cryptocurrency, non-fungible token (NFT), and other blockchain-related projects. Not afraid of rolling up her sleeves, Andrea is a trusted advisor who works directly with business and legal teams, developers, and engineers to help companies get the deal done.

Andrea draws on her experience working with businesses at all stages of development – from pre-seed startups to Fortune 100 companies – to negotiate and draft the best deals for her clients. As a member of our Intellectual Property, Media and Technology (IPMT) practice, she works across various industries, including aerospace and defense, automotive, cryptocurrencies and NFTs, franchise, life sciences, retail, and software.

Andrea guides manufacturer clients through all aspects of their supply chains, from research and development to manufacturing, distribution, and commercialization. She represents and counsels cryptocurrency issuers and protocols, investors, NFT platforms, token issuers, artists, developers and others in the FinTech space from a transactional perspective. She also supports our Mergers and Acquisitions teams on IP and franchise matters in corporate transactions, as well as our Litigation teams on transactional matters related to motor vehicle and general franchise regulations. With a



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### Languages

English  
French

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### Practices

Complex Contracting  
Copyright  
Domain Names  
Intellectual Property  
Trade Secrets and Confidential Know-how  
Trademarks and Brands  
IP and Technology Transactions  
Digital Assets and Blockchain

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### Industries

flair for foreign languages and managing multi-cultural teams, she often coordinates local counsel review teams for Hogan Lovells' international projects.

Before joining the firm, Andrea worked at a top franchising law firm, where she fostered client expansion into domestic and international markets and protected IP portfolios on both the transactional and dispute resolution sides of the practice.

In 2018 the firm recognized Andrea for her pro bono work in international human rights.

## Representative experience

Managed international localization of information technology outsourcing program for global cosmetics company.

Managed summer associate research and presentation of 50-state survey of motor vehicle franchise and automotive repair laws.

Managed franchise and IP due diligence and negotiation of proposed corporate acquisition of competing license program.

Advised on IP and commercial aspects of distribution, group purchasing, rebate, and sponsorship agreements for launches of new pharmaceutical drugs.

Negotiated pharmaceutical manufacturing and forwarding and storage agreements in the United States, France, Germany, Spain, and Switzerland.

Counseled clients with colleagues in our foreign offices on establishing and terminating distribution arrangements under local regulations.

Responded to IP cease and desist letters related to an online platform for blockchain-based token trading.

Drafted internal IP protection policies for marketing cooperatives and certification programs, addressing trademark and copyright usage and data commercialization.

Drafted brand ambassador and sponsorship agreements for client-marketing campaigns and terms

Aerospace and Defense

Automotive and Mobility

Manufacturing and Industrials

Technology and Telecoms

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## Areas of focus

Agency and Distribution

Commercial Transactions and Due Diligence

Fashion and Luxury Brands

IP Rights in Transactions

IT Outsourcing

Manufacturing

Pharmaceuticals and Biotechnology

Regulated Industries and Utilities

Retail and Consumer Goods

Technology Contracts

Licensing and Commercial Transactions

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## Education and admissions

### Education

J.D., William & Mary Law School, 2013

B.A., College of William & Mary, summa cum laude, 2010

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## Memberships

Co-Chair, International Contracts Committee, American Bar Association: Section of International Law

of use and sale for client websites, apps, internet of things and blockchain offerings.

Drafted and negotiated rocket pump development agreement under U.S. Army research contract.

Drafted non-fungible token creation and services agreement for sale of ultra-premium version of manufacturer's product.

Drafted and negotiated agreement for the minting and support of a custom "social token" cryptocurrency for musician client to develop a vibrant digital economy and fan community.

For financial services client, participated in internal client crypto asset design workshops and identified key issues for the launch of such asset.

Advised high-net worth investors on trading of foreign cryptocurrency assets.

Represented DeFi platform client in intellectual property dispute.

On behalf of banking client, negotiated SaaS agreement for digital, mobile and in-branch banking platform.

Led transition service agreement negotiations and guided business team stakeholders in preparation of service descriptions for \$2B+ auction of cybersecurity company assets.

Prepared form LOIs and supply agreements for national and international distribution of COVID-19 vaccines.

Member, American Bar Association,  
Forum on Franchising

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## Bar admissions and qualifications

Virginia

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## Latest thinking and events

- News
  - Consumer NFT Guide
- News
  - "MetaBirkins" are not workin' - Hermès wins jury trial in NFT trademark infringement brawl
- News
  - "MetaBirkins" are not workin' - Hermès wins jury trial in NFT trademark infringement brawl

- Press releases
  - Hogan Lovells welcomes the New Year with 38 new partner and 77 new counsel promotions
- News
  - HL Tech and Tel: NFTs
- Webinar
  - Consumer Horizons webinar series: NFTs: token gesture or the future for growth of premium Consumer brands?