

# PETER MOODY: BIOGRAPHY

## Professional and Qualifications

Qualified Solicitor 1984

Mediator, Accredited by the Chartered Institute of Arbitrators 2005

LLB (Law with French), Birmingham University

Diplôme d'études juridiques françaises, Limoges University

## Career History

- 1985 - 1992 Founding Partner Nathan Silman, Solicitors.
- 1992 - 2000 Partner Barnett Alexander Chart, Solicitors (Head of Litigation 1992-1997, Managing Partner 1997-2000)
- 2000 - 2004 Partner Tarlo Lyons, Solicitors (Marketing Partner 2001-2004, Head of Hotels and Leisure 2001-2004).
- 2004 - 2008 Partner Bevan Brittan LLP (Head of Commercial Litigation London 2004-2008, Head of Intellectual Property 2005-2008, Head of Leisure 2004-2008).
- 2008 - 2015 Partner BrookStreet des Roches LLP.
- 2015 – 2018 Senior Consultant, BrookStreet des Roches LLP.
- 2015 - current Senior Consultant Royds Withy King LLP, London
- 2010 - current Principal Red Pie Consulting.
- 2018- current Chairman The Fat Duck group of companies.

## Career as a Solicitor

As a Commercial and Disputes lawyer and senior Partner in various firms, I have advised a significant number of FTSE 100 and 250 Companies, SME's, entrepreneurs and celebrities on a wide range of commercial legal issues covering such areas as corporate acquisitions, commercial arrangements and joint ventures, commercial disputes and arbitration, sponsorship and merchandising, franchising, management agreements, endorsement arrangements, R&D and collaboration agreements, IP protection and exploitation, IT contracting and procurement, banking and financial arrangements. In many instances I have advised at Board level and have operated as a General Counsel. I have led teams on and have project managed various important transactions and disputes and on other occasions have given discrete strategic or business critical advice to owners and managers, including in relation to management and shareholder disputes. I have been retained by and have acted for some of the largest corporations in the world and have advised noted individuals.

## Hospitality and Leisure

I started advising Hospitality and Leisure businesses in about 1992. I have been an advisor to the Restaurant Association and, after merger, the British Hospitality Association. I have represented various celebrity and noted chefs, groups of restaurants and noted individual

restaurants, hotel chains, their managers, operators and investors, health and fitness operators, pub groups and suppliers to those businesses. I have variously negotiated hotel franchise and management agreements, investment agreements, hotel acquisitions and developments, hotel restaurant agreements and joint ventures, dealt with spa developments, nightclubs and members clubs, branding of leisure businesses, discrete issues such as the establishment and operation of tronc schemes, arrangements for merchandising and media, shareholder arrangements and disputes covering most of these areas. I have managed many other legal services to Leisure and Hospitality clients including liquor and gaming licensing, property transactions, banking facilities, planning, insurance and employment. I have worked at an operational level and have advised strategically, including on management issues.

In 2001 I established a dedicated Hotels and Leisure Group at solicitors, Tarlo Lyons and on joining Bevan Brittan LLP in 2004 quickly established and grew a Leisure Group with 25 lawyers across all relevant legal disciplines, gaining a reputation as one of the most innovative and active legal groups in the sector. In 2008 I moved my Leisure clients to BrookStreet des Roches LLP. I am now a Senior Consultant with UK top 100 law firm Royds Withy King LLP in London.

## **Arts**

I have advised clients in relation to art matters since the 1980's, variously acting for artists, gallery owners, dealers and agents, collectors and investors, domestically and internationally, on a wide range of issues. My first ever mediation (as mediator) was successfully conducted in French, between an agent and artist in 1986.

I have advised on the purchase, sale, loan and consignment of artworks, on commissions for celebrities and on various commercial arrangements in the art market. I have also advised on copyright and other intellectual property rights.

I have particular expertise in relation to art market disputes, where my qualifications and skills as a mediator are vital in the discrete management and resolution of issues concerning, amongst other things, defective title, provenance and authenticity. The unregulated nature of the art market gives rise to a multitude of issues, which are often best resolved without recourse to formal litigation procedures. Where negotiation and mediation is not successful, I have a strong track record in contentious action.

I have also lectured internationally in relation to Intellectual Property issues in the Art market, including on issues of cultural heritage and exploitation of intellectual property by the institutional sector.

## **Red Pie Consulting**

In 2010, I established Red Pie Consulting, where I am the Principal, to work outside the regulated legal sector, specialising as a legal business management consultant. Red Pie provides discrete and focussed advice and assistance to Leisure and Hospitality businesses on their legal management and execution, compliance and risks, as well as helping them to manage and exploit intellectual property and branding.

Since 2010 Red Pie has worked on multiple projects for a number of significant sector businesses and celebrities, across several continents.

In 2014, Red Pie added services the Art market and in particular the discrete resolution of art related disputes and related commercial arrangements.

The ability to advise clients with the background and experience of over 25 years as a lawyer in the leisure, hospitality and arts markets, and a thorough understanding of these sectors, lends itself directly to the key attributes of management consultancy.

### **Alternative Dispute Resolution**

I am an Accredited Mediator and member of the Panel of Trade Mark Mediators of the International Trade Mark Association (INTA) and a panel Mediator for the World Intellectual Property Organisation (WIPO). I have developed a particular expertise in advising on preparation for effective Mediation, a topic on which I have lectured internationally in the US, South East Asia, Western and Eastern Europe. With these skills I am well placed to advise clients on ways to avoid or resolve disputes in an alternative and constructive way. The potential for and cost of litigation is one of the major areas of legal risk. Better management of that risk can be critical a client's continued success.

### **Current Positions 2018**

Principal, Red Pie Consulting.

Director, Red Pie Limited.

Senior Consultant, Royds Withy King LLP.

Non Executive Director.

Member, INTA Panel of Trade Mark Mediators.

Member, WIPO Panel of Mediators.

### **Memberships**

Royal Fowey Yacht Club

The Hospital Club, London and Los Angeles