**OBEIDAT**

**PERSONAL INFORMATION**

*Nationality: Jordanian*

*Date of Birth: September 1st, 1977.*

*Social Status: Single*

**EDUCATION**

2002-2003

University of Western Sydney (UWS)

LLM in International Business Law ,Master of Laws

2001-2002

UWS

Diploma in English

1995-1999

Yarmouk University, Jordan

Law degree

**PROFESSIONAL EXPERIENCE**

**November 2015- present**

**Carter Hoppe Legal Consultants, Dubai**

**Partner.**

* Litigation and general advice on corporate, commercial, IP, employment, construction, insurance and arbitration.
* Business incorporation and licensing
* Restructuring and liquidation
* Mergers and acquisitions
* Commercial agencies and other related areas

**October 2014- November 2015**

**Colgate Palmolive, Dubai**

**Legal Director MENA & French Overseas Territories(Dubai-UAE)**

* Advise on legal matters concerning business operations and ensure all material legal issues are promptly identified, effectively addressed and appropriately reported.
* Product marketing – advice on all aspects, including packaging, product claims, new product development in major markets and product initiatives.
* Regulatory – advice on industry, regulatory, and consumer communications concerning marketing of products.
* Networking – build relationships with leading market participants to become a point of contact in the event of a conflict with such companies.
* Managing external counsel – majority of legal matters managed in-house. If outside counsel is essential, the service is managed and overseen in a focused and efficient way.
* IP - responsibility for managing all IP issues arising from the MENA and FOT regions.
* Commercial contracts – draft, negotiate and advise on a range of contracts including confidentiality agreements, co-packer, distribution and services agreements, localized from applicable corporate standard documents.
* Training - develop and deliver legal training to internal business teams on issues including doing business in Iran and advertising in the GCC.
* Strategic input – work as part of the Management team, frequently interact with regional and local management which involved advising on corporate communications and related requests including website and other clearances.
* Regulatory –monitor government agency and industry associations for issues/concerns pertinent to Colgate Palmolive. Advise and monitor internal and external compliance with regulations and policies.
* Litigation - manage commercial litigation matters including reducing existing litigation levels and prevention of new litigation.

**January 2011- October 2014**

**FrieslandCampina Middle East**

**Head of Legal (Dubai-UAE)**

* Corporate governance: managing all corporate governance issues.
* Commercial contracts – drafting, negotiating and advising on all commercial agreements.
* Compliance – responsible for managing all internal compliance issues.
* Audit – responsible for conducting a legal audit for the company and its subsidiaries every 6 months.
* Strategy – structured the establishment of new legal entities, established FTEs in KSA, Lebanon and Egypt.
* Management – advised Management team on a wide range of issues including tax exposure and PE risk management across the GCC & MENA.
* IP – responsible for trademark registration, IP protection and infringement matters.

**2010-2011**

**Al Bahar & Associates**

**Senior Associate & Head of Commercial Litigation(Dubai-UAE)**

* Commercial contracts - Drafting, reviewing and amending contracts, distribution agreements, shareholder’s resolution, MoA, AoA, confidentiality agreements.
* Arbitration - (DIAC, ICC, IBA) Real Estate Disputes & Commercial Disputes (English and Arabic)
* Company formations- reviewing, establishing and drafting JVA, AoA, MOU, Addendums and all related contracts and agreements
* Advice - Labor, Banking and Finance, Insurance, Patents, Copy Rights, IP, franchising, Distributing Agreements, Competition, Criminal Issues and all other legal fields
* Investor advice on IP, trademarks, Distribution, and franchising
* Litigation and Legal Proceedings- (Legal Notices, public prosecutor, first instant court, Appeal and Cessation Courts)

**2004-2010**

**Middle East Law Firm**

**Senior associate (Amman-Jordan)**

Litigation and general advice on corporate, commercial, IP, employment, construction, insurance and arbitration. The services were provided to clients in the Levant and the GCC countries.

**PROFESSIONAL MEBERSHIP AND TRAINING COURES**

* Certified lawyer JBA (Jordanian Bar Association).
* Implementing Commercial Practices with Excellence Workshop (Colgate Palmolive Middle East)
* International Anti-Counterfeiting Coalition (IACC) Dubai-UAE
* The 4th regional Intellectual Property (IP) Crime for the Middle East and North Africa. Dubai- UAE
* Doing business in Iran (Dos and Don’ts) Basel- Switzerland
* Ethics and Compliance course. Colgate Palmolive Middle East, Dubai- UAE
* Code of Conduct course. Colgate Palmolive Middle East, Dubai-UAE
* Advertising in the GCC. Dubai-UAE
* [Global Anti-Bribery/FCPA](javascript:void(0);) .Colgate Palmolive Middle East, Dubai-UAE
* [Valuing Colgate People - Leadership in Action](javascript:void(0);)
* [Global Competition Law. Colgate Palmolive Middle East, Dubai-UAE](javascript:void(0);)
* [Code of Conduct Training & Certification. Colgate Palmolive Middle East, Dubai-UAE](javascript:void(0);)
* Certified Negotiations skills (Amersfoort- the Netherlands)

**SOME OF THE MAIN ACHIVMENTS**

* Set up the legal departments for FrieslandCampina Middle East and Colgate Palmolive Middle East
* Eliminated a Brand infringement in Egypt where the forged product was sold for over 20 years which resulted in significant loss of market share estimated of few million dollars.
* Compensation for unjustified termination of distribution agency in KSA, the distributor claimed SAR 105 million the claim was for loss of profit and the potential loss of profit, the court dismissed the same and passed its decision regarding the “actual damages”
* Working with a Saudi external law firm to recover payment default of SAR10 million in KSA.
* Termination of an exclusive distribution agency in KSA without a compensation (the distributor’s initial claim was USD 5 million).
* Solving an issue in Colgate Palmolive Morocco regarding the lack of the legally required mandates of board of directors that allow them to manage the company.
* Working on acquiring a local shampoo brand which worth USD 3 million.
* Establishing a joint venture in KSA with the help of a Saudi external counsels.
* Establishing a trading entity in Egypt with the help of an Egyptian external counsel.
* Significant decrease of the use of the external counsels (dropped by 90%)

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