

5 Ways To Craft An Ironclad Celebrity Chef Deal

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Law360, New York (September 16, 2013, 6:26 PM ET) — Celebrity chefs are hot commodities, with hotels and restaurants clamoring to put internationally loved personalities in their kitchens to lure foodie crowds. But in the run-up to signing a top cook, it's important to spell out noncompete, intellectual property and other provisions carefully to protect the venture's owner, attorneys told Law360.

With the growth of the Food Network and the proliferation of cooking-centered reality shows over the past decade, top chefs have emerged from relative obscurity to become household names. In turn, restaurants and hotel owners have partnered with them to boost their own bottom lines — a trend that shows no signs of slowing anytime soon, experts note.

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