

Chris Baugher

Partner

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Chris Baugher advises on transactions involving payment systems participants and the financial technology industry. In particular, Chris regularly represents payment processors, sophisticated merchants, and financial institutions in the following matters:

Payment Processors

- Mergers, acquisitions, and dispositions of operating companies, payment technology assets, and credit card portfolios.
- International expansion initiatives, joint ventures, and strategic alliances in the U.S., Europe, and Asia.

Merchants

- Co-branded credit card programs, private label card alliances, payment network agreements, and card acceptance agreements.
- Credit card data security matters and data breach response.

Financial Institutions

- Merchant services alliances, card processing arrangements, and new payment technology M&A.
- Payments regulatory matters.

Chris is dual-qualified as a Georgia attorney and a solicitor of the Senior Courts of England and Wales. He previously served as the dedicated on-site legal counsel in Dublin, Ireland for a client that is one of the leading merchant acquirers in Europe. He has also spent a significant amount of time based in Brussels, Belgium assisting clients in the financial technology industry with cross-border transactions and matters related to credit card network membership and compliance.

He has been recognized as a member of “Georgia’s Legal Elite” by *Georgia Trend* magazine and has been listed in *The Best Lawyers in America*® since 2016.

Representative Experience

Mergers and Acquisitions

- Represented Total System Services (TSYS) in its \$1.05 billion acquisition of Cayan, a payment technology company with operations in the U.S. and Northern Ireland.
- Led Alston & Bird’s representation of FleetCor’s \$3.4 billion merger with Comdata.
- Advised Sterling Payment Technologies LLC, an integrated payments provider, on its sale to EVO Payments International.

- Represented FleetCor in its acquisition of Cambridge Mercantile Corp., a Canadian business-to-business payments company, for approximately US\$650 million.
- Negotiated the sale of a U.S.-based, family-owned company to a Dutch public company for \$320 million.
- Represented payment software and security provider TrustCommerce in its sale to private equity firm Waud Capital.
- Advised an early-stage innovative retail services company with operations in North America and China in its sale to a private equity buyer for more than \$75 million.
- Represented NOVA Corporation in a \$2.1 billion merger with U.S. Bancorp

Co-branded Card Programs and Strategic Alliances

- Advised IKEA in launching a de novo consumer finance program and negotiated its co-branded card program with Alliance Data Systems and its incentive agreement with Visa.
- Led Alston & Bird's representation of United Airlines Inc. in negotiating its co-branded card program with a division of JPMorgan Chase & Co., its card acceptance agreement with Chase Paymentech, and its incentive agreement with Visa.
- Advised Costco in negotiating its co-branded card program with Citibank and its incentive agreement with Visa.
- Negotiated SunTrust Bank Inc.'s merchant acquiring alliance with First Data Merchant Services, a joint venture that processes more than \$29 billion in card volume annually.
- Assisted a top 10 retailer in negotiating its agreements with a private label credit card program provider, First Data Merchant Services, American Express, and PayPal.

International Expansion

- Represented Total System Services (TSYS) in its sale of its Japanese business interest to Visa.
- Advised one of the top 10 U.S. financial institutions in establishing a licensed banking institution in Europe, qualifying this new bank as a member of Visa and MasterCard, and managing the related regulatory and tax-driven restructuring issues required for various business lines seeking to operate within all the countries of the European Economic Area.
- Advised a leading online merchant in connection with its international expansion efforts into 30 new markets outside the U.S.
- Negotiated the acquisition of numerous strategic merchant contract portfolios in the U.S., UK, Ireland, Poland, and Norway and drafted the related long-term alliance agreements with the selling bank for each acquisition.

Education

- University of Virginia (J.D., 1998)
- Wake Forest University (B.A., 1992)

Admitted to Practice

- Georgia
- Solicitor of the Senior Courts of England and Wales

Related Services

Payment Systems | Mergers & Acquisitions | Corporate & Finance | Capital Markets & Securities | Privacy, Cyber & Data Strategy | Financial Services & Products | Retail | Blockchain & Distributed Ledger