

## Trevor R. Salter

Partner

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Trevor represents retailers, travel and loyalty providers, and tech companies as they partner with financial institutions. As advisor on several of the largest strategic partnerships in financial services and customer loyalty, he leads clients through complex negotiations in a highly regulated environment to achieve their goals of increased revenue, lower costs, and greater customer engagement.

### OVERVIEW

Clients look to Trevor to handle all aspects of their key domestic and international financial services transactions. He structures and negotiates strategic financial services partnerships, card distribution and management agreements, payments and banking as a service agreements, data and loyalty integrations, and asset purchase and sale agreements, among other transactions.

Trevor leverages his background in financial services regulatory and enforcement matters to advise beyond the deal terms to tailor partnerships for a highly regulated environment.

Trevor began his career as associate counsel at a startup in Silicon Valley.

### REPRESENTATIVE MATTERS

#### Branded Card Partnerships

Trevor has advised on 7 of the top-14 largest co-brand credit card partnerships (measured by purchase volume).

Representative matters in recent years include:

- Marriott International in its domestic and cross-border card partnerships.
- Two other international hotel brands in their branded card partnerships.
- A major US airline in its domestic branded card partnership arrangements.
- Walmart in its card partnership with Capital One.
- A major warehouse club in its card partnership.
- An NRF Top-20 grocery chain in its card partnership.

- Six other NRF Top-100 retailers in their negotiations with credit card issuers and card networks.
- A major credit card issuer in negotiations with an airline, department store, auto manufacturer, and travel company.

## **Payments and Banking as a Service Outsourcing Agreements**

Trevor has negotiated payment processing agreements for a wide range of merchants, including for 11 different NRF Top-100 retailers and for major travel brands. He also advises banks and tech platforms on B2B and C2B payment solutions, including virtual card, pay by bank, real-time payments, and corporate treasury services integrations.

Representative matters in recent years include:

- A global consumer tech brand in cross-border C2B payments integrations.
- A global ecommerce retailer in agreements across all C2B payment tender types.
- A global fintech platform in its banking service and sponsor agreements.
- A major online gaming provider in C2B payment integrations.
- A major digital content streaming provider in integrations for both C2B payments from customers and B2B payout transactions to content providers.
- A large property management software provider, medical office software provider, and government software provider in their negotiations for B2B payments.
- Two national banks and a digital challenger bank in their negotiations with fintech platforms.

## **Loyalty Partnerships and Customer Data Arrangements**

Trevor advises clients on how to provide more value to their customers through partnerships and data integrations.

Representative matters in recent years include:

- A global fintech platform in its data aggregation agreements with financial institutions.
- An international travel brand in its loyalty partnerships with an ecommerce retailer and multiple other travel providers.
- A global retailer in its loyalty partnerships with a digital media company and a financial institution.
- A major data aggregator in its integrations with large financial institutions.

## **AWARDS**

- *Best Lawyers in America®: Ones to Watch: Banking & Finance Law*

## **TOP AREAS OF FOCUS**

- Banking + Financial Services Regulation
- Corporate
- Payments + Financial Technology

## **ALL AREAS OF FOCUS**

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## Banking + Financial Services Regulation

- Community Banking
- Corporate
- Financial Services
- Payments + Financial Technology

## **EDUCATION AND CERTIFICATIONS**

### **EDUCATION**

- The George Washington University Law School, J.D., 2010
- Brigham Young University, B.A., 2006

### **BAR ADMISSIONS**

- Virginia
- District of Columbia

## **PUBLICATIONS**

- Podcast, "Welcome Trevor Salter: A Deep Dive Into Financial Services Transactions," *The Consumer Finance Podcast*, August 8, 2024.

## **MEDIA COMMENTARY**

- Quoted, "Troutman Pepper Adds MoFo Financial Services Atty in DC," *Law360*, July 10, 2024.