



Fundamentals of Franchising

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Franchising is experiencing explosive growth in the U.S. and abroad, triggering more legal transactions and queries about this multi-faceted area of law. Written specifically to help lawyers and non-lawyers brush up on franchise law, this respected publication – now in its fourth edition – is charged with useful definitions, practical tips, and expert advice from experienced franchise law practitioners. Covering the basics of franchise law in one, easy-to-read volume, this practical guide examines franchise law from a wide-range of experiences and viewpoints.

Each chapter is written by two experienced practitioners and provides a well-rounded overview of franchise law. Key franchise law topics covered include:

- Trademark law
- Structuring the franchise relationship
- Disclosure issues
- Registration
- Franchise relationship laws
- Antitrust law
- International franchising
- Counseling franchisees

In addition to covering the legal fundamentals, this resource also includes time-saving appendices on state franchise and business opportunity statutes; franchise relationship law citations and popular names; types of franchise relationship laws; statutory examples of good cause for termination; procedural requirements for termination and nonrenewal; and examples of other unlawful practices.

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