

Seyfarth's Range of Services For Current and Prospective Franchisors

GROW

STRATEGIC GROWTH PLANNING

- Internal Analysis and Evaluation
- Organic v. External
- Harvesting Innovation and Intangible Assets
- Analyzing: Buy v. Build v. Partner

FRANCHISING V. ALTERNATIVE GROWTH STRATEGIES

- Franchising
- M&A/Strategic Investment
- Brand-Execution Licensing
- Co-Branding
- New Concept Launches

EXPANSION INTO OVERSEAS MARKETS

- Experience in 50+ Countries
- FCPA, Compliance, etc.
- Offices in London, Shanghai, Australia
- Extensive Local Counsel Network

DEVELOP

STRUCTURING AND MANAGING FRANCHISE GROWTH AND NETWORK EVOLUTION ISSUES

- Prepare and Register Offering Documents (FDD and FA)
- Strategic/Legal Review of Existing Documents
- Multi-Unit/Area Development
- IP, Real Estate and Network Structuring Issues
- Website & eCommerce Development

BUILDING COMPLIANCE AND IAM SYSTEMS

- FTC and Advertising Contest Laws
- Building the IP Inventory
- Financing Issues

ENFORCING OPERATIVE AGREEMENTS AND SYSTEM STANDARDS

- Financial, Performance, Brand Standards
- Post-termination Obligations, Non-Compete
- Franchisee/Channel Relationship Management Issues
- Franchise Associations

MAINTAIN

ONGOING LEGAL/STRATEGIC COUNSELING/CREATIVE PROBLEM SOLVING

- Antitrust, Pricing, Incentive and Promotional Programs
- Labor & Employment/HR
- Regulatory Compliance Issues
- Industry-Specific Issues (Automotive, Hotel and Hospitality, Restaurant, Retail, Service Providers, etc.)
- Privacy Laws/Technology & Cyber Issues

ADDRESSING SPECIAL CIRCUMSTANCES & SITUATIONS

- Joint Employer/L&E Challenges
- M&A of Franchise Systems
- Financially Distressed Operations & Franchisor and Franchisee Bankruptcy
- Sale by Franchisees
- Franchise System/Restructuring
- Tax (Transfer Pricing, State and Local)

LITIGATION AND DISPUTE RESOLUTION - TRIALS/ADR

- Termination, Operating Standards, Exclusivity, Encroachment Claims, Non-Competes
- Individual v. System-Wide, Multi-District, Multi-Plaintiff and Class Actions
- Vendor/Third Party
- Government/Regulatory
- Cross-Border



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