

FRANCHISING & DISTRIBUTION SERVICES

We are a one-stop shop for emerging and established franchisors, including those going international. Our team of nationally renowned transactional and litigation attorneys handles sophisticated strategic planning across a variety of franchise categories.

Our promise to you

You will not be a number. When you need to talk to us, we will answer the phone and give you the personalized attention you need and want. Our clients tell us, "We have never had such responsive counsel."

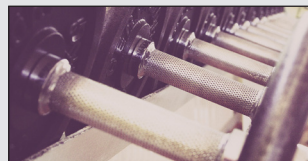
We work to understand what your business is trying to do (we come visit you, on our dime) – we do this so we can prepare documents for you that fit your business needs, not force your business to fit a standard form.

Who we serve

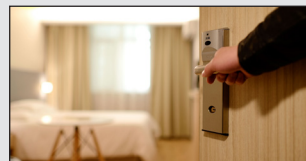
We work with franchise systems in all stages – from startup to national and multi-national franchisors – and advise service- and product-based franchisors, distributors and manufacturers. We serve a wide variety of industry sectors including food and beverage, health care, real estate, motor fuel, hospitality, fitness and recreation, restaurants, insurance and educational organizations.



FOOD AND BEVERAGE



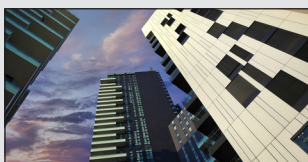
FITNESS AND RECREATION



HOSPITALITY



HEALTH CARE



REAL ESTATE



MOTOR FUEL



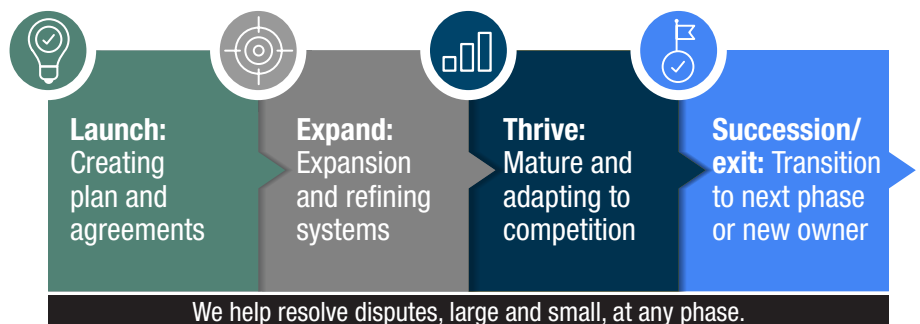
INSURANCE



EDUCATION

Let's talk about the life cycle of your business!

Contracts. Counseling. Transactions. Dispute resolution. We're your one-stop-shop for business issues faced at any phase. Our team works together to solve problems, prevent disputes and serve franchisors **through the entire life cycle of their business.** Whether in planning or in crisis, we can help you face any issue, large or small. We strive to be a partner throughout and are with you every step of the way.



FRANCHISING & DISTRIBUTION SERVICES

Our attorneys excel at providing focused, strategic growth solutions and practical advice to business owners and franchisors. We can provide valuable guidance through system growth, expansion abroad, business acquisitions or mergers. Our relationships with clients are often continuous, and we're there to handle not only large transactional matters or disputes but to offer sound day-to-day counsel. We are a one-stop shop for emerging and established franchisors, including those going international, providing sophisticated strategic planning across a variety of franchise categories.

Clients frequently seek our experience in the following areas:

TRANSACTIONAL

- Drafting and negotiating franchise agreements and area development agreements
- Preparation and registration of franchise disclosure documents
- Development and management of exemption-based franchise systems
- Compliance with business opportunity laws and registration
- Mergers and acquisitions of and due diligence for franchise systems
- Drafting and negotiating domestic and international distribution and supply agreements
- Terminations and renewals
- Marketing, branding and rebranding matters
- Advertising and social media
- Review of operations manuals
- Insurance liability, vicarious liability and joint-employer issues
- Post-termination restrictive covenants
- Advising lenders on loans for franchise transactions
- Alternatives to franchising
- Gift cards and loyalty programs, data privacy, data rights and data breach
- Intellectual property protection

**To learn more about how
our nationally renowned team
can help your business, please visit:**

bit.ly/Greensfelder-franchise

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DISPUTE RESOLUTION & LITIGATION

- Mediation, arbitration and litigation of franchise, antitrust and regulatory issues
- Defense of breach of contract, terminations and non-renewals, violations of restrictive covenants, and other frequent franchise/distribution-related disputes
- All facets of class action litigation, from initial pleading challenges through class certification, trial or settlement and claims processes.
- Negotiation of state franchise, relationship or sales representative disputes
- Dealing with federal and state administrative agencies
- Litigation of industry-specific matters such as those involving state motor vehicle franchise practices statutes, the Petroleum Marketing Practices Act and state motor fuel marketing laws, and state consumer protection statutes
- Intellectual property protection and enforcement

We work with franchise systems in all stages – from startup to national and multi-national franchisors – and advise service- and product-based franchisors, distributors and manufacturers, including food services, health care, real estate, motor fuel, hospitality, gyms, entertainment centers, restaurants, insurance and educational organizations.

Our firm also counsels franchisors on other related matters, including employment, real estate and tax issues, non-compete and confidentiality agreements, and business succession planning.