



Franchise Practice Group: Our Range of Services

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

- Counseling Accidental Franchisors
- 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

MAINTAIN

Structuring and Managing 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

DEVELOP

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 and 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

Commitment to Inclusion and Diversity

BEST LAW FIRMS FOR WOMEN

Seramount named Seyfarth one of the “50 Best Law Firms for Women.” Seyfarth has been recognized more than 10 times, making the Hall of Fame.

PERFECT SCORE IN CORPORATE EQUALITY INDEX 2022

For the 14th consecutive year, Seyfarth achieved a perfect score on the *Human Rights Campaign’s Corporate Equality Index*.

MANSFIELD 5.0 PLUS CERTIFIED

69% OF NEWLY ELECTED PARTNERS DIVERSE

In January 2020, 69% of our attorneys elected to income partnership were diverse.

Industry Expertise

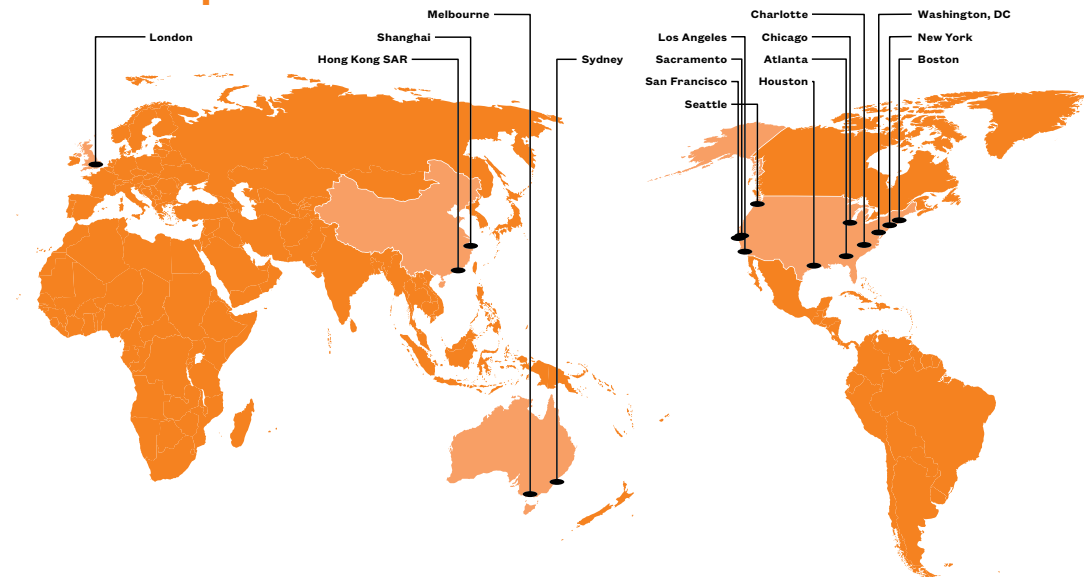
- Automotive & Motor Vehicle
- Heavy Machinery
- Cosmetics
- Hospitality
- Energy
- Retail
- Food & Beverage
- Technology
- Health Care
- Transportation and Logistics

Select Recognition

U.S. NEWS & BEST LAWYERS 2020 “BEST LAW FIRMS” RANKINGS

Recognized as a Tier 1 national Franchise practice by *U.S. News & World Report* (2020).

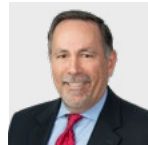
An International Footprint



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