

## Franchise & Distribution

Greenberg Traurig attorneys have represented clients in establishing franchise and distribution operations in all 50 U.S. states as well as internationally. With franchise and distribution-focused transactional, regulatory, litigation, and intellectual property law experience, Greenberg Traurig's team has a thorough understanding of both the legal and business aspects of franchising and distribution. Our goal is to establish long-term client relationships defined by reliability, responsiveness, and trust.

### Legal Services

In addition to offering clients practical franchise and distribution-related transactional and regulatory legal advice, we draw upon our international platform of experienced Greenberg Traurig attorneys who focus on areas of law relevant to franchising and distribution, such as antitrust and trade regulation, tax, finance, government relations, litigation, corporate, environmental, labor and employment, intellectual property, technology, real estate, restructuring, and other related focuses.

We provide multidisciplinary training on virtually all areas of franchise law to help clients stay up to date and compliant with the most recent laws and regulations related to their business, including new Federal Trade Commission regulations and the implications to franchise systems. We have worked with franchise regulators in every registration state – experience that helps us facilitate an expedient and seamless registration process.

Our team also includes experienced litigators skilled in effectively and efficiently representing franchise and distribution companies in litigation, arbitration, mediation, and other alternative dispute resolution procedures.

**#1**

Law Firm of the Year  
for Franchise Law

*U.S. News – Best Lawyers*  
2021 "Best Law Firms" report

**70+**

Countries with  
Franchise  
Operations

**17+**

Industries  
Represented

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## Transactional

Greenberg Traurig's transactional Franchise & Distribution Practice primarily involves the representation of franchisors, manufacturers, and distribution companies. However, we also represent multiple outlet, area development and master franchisees, and franchising joint ventures on a wide variety of franchising, distribution, corporate, real estate, technology, finance, environmental, tax, and other matters. We assist clients with virtually every aspect of the development and ongoing operation of a franchise or distribution system. We understand that each franchise and distribution system is unique and that one size does not fit all, therefore, our attorneys custom-tailor a plan based on the client's business and in a manner that will help the client realize his or her short- and long-term goals.

Our key franchise and distribution formation and support services include:

- Structuring franchise and distribution programs (e.g., single unit with or without area development rights or master franchise)
- Assisting with expansion into foreign countries through master franchising, area development relationships, joint ventures, and other structures
- Preparing franchise disclosure documents, state registration of franchise offers, and counseling on compliance with all elements of disclosure regulation and franchisee recruitment
- Structuring and documenting franchise and distribution systems, including drafting agreements and collateral documents
- Advising on structuring initial franchise fees, royalties, and advertising funds
- Advising on compliance with advertising programs and materials and internet advertising restrictions directed at the offer of franchises and business opportunities
- Advising on branding and franchise development, as well as trademark clearance and prosecution, and intellectual property protection for domestic or international systems
- Counseling clients on franchise and distributorship relationship issues, including terminations, transfers, buy-backs, restructurings, and conversions

- Counseling on compliance with federal and state relationship regulations
- Preparing and filing state business opportunity registrations
- Restructuring existing franchise and distribution relationships
- Addressing relationship problems and advising on ways to enhance franchise and distribution relationships
- Developing supply programs for franchisees and distributors

## Franchise & Distribution and Mergers & Acquisitions

Greenberg Traurig's multidisciplinary approach has proven invaluable to clients of all sizes and in an array of industries by bringing together attorneys from the firm's Franchise & Distribution and Mergers & Acquisitions practices. We come to the table with hands-on experience with M&A transactions involving franchise, manufacturing, and distribution companies.

Understanding the franchise regulations and issues involving a franchisor's or manufacturer's short- and long-term relationships with its franchisees or distributors are critical to all aspects of the franchisor's or distributor's business. They are also critical to all aspects of the purchase or sale of the franchisor or manufacturer. Our understanding of how the franchise or distribution aspects of the business impact each provision in the acquisition agreement makes Greenberg Traurig uniquely suited to represent buyers and sellers of franchise, manufacturer, and distribution companies.

**For more information about Greenberg Traurig's Franchise & Distribution Practice, please contact:**

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