

Insights

ATTORNEYS AUTHOR ARTICLE FOR 'FORBES' ON REOPENING FRANCHISE BUSINESSES

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Los Angeles Counsel Tony Marks and Atlanta Counsel Angela Hsu authored an article published May 7 on [Forbes.com](#) outlining the key issues franchisors should consider when helping their franchisees reopen for business. "Like other businesses, franchise businesses must implement federal, state and local health and safety guidelines. They must also consider (and potentially implement) the best practice recommendations of applicable trade groups. But in addition to the financial burdens and compliance risks, most franchisors will develop and impose new brand standards as the system adapts to the new COVID normal," Marks wrote. "Franchisors are keenly aware of these challenges, and have the opportunity to provide critical leadership, support, communication and information to help franchisees navigate this changing environment."

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