

TRANSACTIONAL FRANCHISING

OVERVIEW

BCLP's depth of knowledge and history in the franchise community enable us to bring thoughtful experience to our client's franchise and distribution networks. It also allows us to provide franchise systems with: state-of-the-art techniques for updating franchise contracts and disclosure documents; counseling on the unique challenges faced by systems with numerous renewing or expiring franchisees; a "partner" to assist with franchise law compliance; advice and counsel on new policies and methods to implement system change; advice and strategies on expansion in alternate channels of distribution and/or in new formats; and resources to assess and handle potential merger and acquisition opportunities.

REPRESENTATIVE TRANSACTIONAL FRANCHISE MATTERS:

- Structure, draft and negotiate hundreds of master franchise, area development and unit franchise agreements.
- Act as special franchise counsel for buyers and sellers in connection with the acquisition and sale of franchise systems.
- Advise franchisors regarding sweepstakes offerings.
- Advise franchisors regarding e-commerce, privacy-related and operational issues on a day-to-day basis.
- Advise and structure national advertising funds and regional advertising cooperatives.
- Advise on the development, maintenance and termination of distributors in all 50 states.
- Counsel franchisors on all aspects of federal, state and international franchise registration and disclosure laws.
- Advise technology and Web-based service providers in negotiation of distribution agreements, disclosure issues and establishment of distribution systems.
- Advise franchisors on state and federal antitrust and pricing matters.
- Develop supply programs for franchisees and distributors.

- Consult with international franchisors about multi-jurisdictional antitrust issues.
- Retained as an expert witness on franchise issues throughout the country.

MEET THE TEAM



Anthony J. Marks

Partner and Team Leader -
Franchising, Los Angeles

anthony.marks@bclplaw.com

[+1 310 576 2162](tel:+13105762162)

RELATED PRACTICE AREAS

- Antitrust
- Business & Commercial Disputes
- M&A & Corporate Finance
- International Trade

RELATED INSIGHTS

Insights

Jan 10, 2025

FTC Secures Record-Breaking Gun-Jumping Fine, Opines on Buyer's Right to Approve Transactions and Lack of Diligence Controls

The Federal Trade Commission ("FTC") sent a firm message—unlawful coordination of merging businesses prior to the closing under the Hart-Scott-Rodino Antitrust Improvements ("HSR") Act will be aggressively enforced. On January 7, 2025, the federal agency secured a record-breaking \$5.684 million fine from three oil companies for unlawful coordination—also known as "gun jumping"—in violation of the HSR Act's mandatory waiting period. The proposed final order, if entered, orders each of the buy side and the sell side to be fined \$2.842 million, the largest total gun-jumping penalty in U.S. history.

News

Jan 02, 2025

BCLP Advises VOXX International Corporation on \$196 Million Sale to Gentex Corporation

News

Oct 24, 2024

Confluent Health Expands Footprint with Acquisition of Fitness Quest Physical Therapy, Advised by BCLP

News

Aug 19, 2024

BCLP Advises Rollover Shareholders in Sale of Golden State Foods

Awards

Sep 28, 2022

Legal 500 UK 2023

Awards

October 5, 2021

Legal 500 UK 2022