

# Franchise

## Expanding Your Business

The decision to purchase a franchise territory or to franchise your current business is a decision with momentous consequences. The details and documentation involved require a great amount of attention and understanding. Brooks Pierce attorneys are skilled in the art of developing the franchise relationship, with extensive experience working with both franchisors and franchisees, regionally and nationally.

- Franchisors: We assist those expanding their businesses by:
  - Developing franchise disclosure documents required by state law
  - Registering franchise agreements
  - Protecting intellectual property such as marks, brands, and processes you've developed
  - Negotiating regional development agreements
  - Protecting your franchisee pool by drafting appropriate non-compete agreements
- Franchisees: We assist those purchasing a franchise by:
  - Helping you evaluate different options for franchise purchases, and understand the operational support and limitations outlined in the agreements
  - Reviewing franchise disclosure documents provided
  - Reviewing and negotiating franchise and non-compete agreements
  - Registering franchise agreements
  - Ensuring compliance with state and federal regulations, especially those involving antitrust

If litigation becomes necessary at any point in the franchising relationship, Brooks Pierce is at the ready with seasoned corporate litigators who assist clients in navigating tricky business relationships and providing positive outcomes.

How can we help your business expand?

### PEOPLE

Anthony J. Barwick

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Ed Turlington

## NEWSROOM

### News

Brooks Pierce Receives 41 Tier-One Rankings in 2023 "Best Lawyers"  
11.03.2022

### Publications

North Carolina Legislative Update, January 14, 2020  
01.14.2020