

FOREWORD

By Deb Coldwell

This book developed from a need to assist franchise lawyers in a very practical way because franchise attorneys counsel their clients on more than disclosure, registration, and other basic franchising concepts. It is designed, therefore, to fill in the gaps and create a guide to “collateral,” but important, areas of law that franchise lawyers face on a daily basis. It is also intended to complement the many other excellent publications the Forum on Franchising sponsors. As you will see from the breadth and depth of the subjects covered here—from Internet communications to advertising programs to supply chain issues—this book should soon become a “must-have” resource for all who practice franchise law.

I would like to thank many Forum members associated with this publication. First and foremost, I want to recognize and thank Ken Costello, the editor of the book. Ken has worked hard to make sure this addition to the Forum’s franchise library is well-written and thoughtful. I also commend the current Publications Officer, Karen Satterlee, for guiding the book to its final publication. I also thank Rob Henley, the liaison to the Publications Committee, who assisted in getting the book past the finish line. I would be remiss if I did not also applaud the efforts of the chapter authors—Gary Batenhorst, Jeff Brimer, Marisa Faunce, Ken Freed, Matt Fojut, David Gurnick, Emma Ricaurte Harker, Jeff Karlin, Keith Klein, Joyce Mazero, Christina Noyes, Mark Shapiro, Craig Tractenberg, Suzie Trigg, and Robert Zisk.

On behalf of the Forum, I extend my gratitude to Ken, Karen, and Rob and the chapter authors who worked on this book. Without the efforts of these members, this superb publication would not have reached fruition. Thank you for giving so unselfishly of your time and talents. This publication will aid franchise practitioners with the “collateral” issues they face every day. It will also assist a new generation of franchise lawyers by providing yet another valuable resource for the study and discussion of the legal aspects of franchising.

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