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**FIRM NEWS**

## Lathrop GPM Named 2021 Best Franchise Law Firm by Global Franchise Magazine

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April 30, 2021 – Lathrop GPM was named the 2021 Best Franchise Law Firm in the world by *Global Franchise Magazine*, in its prestigious [annual awards](#).

The Lathrop GPM [Franchise and Distribution law practice](#) includes 35 franchise lawyers and paralegals, who serve franchisors and master franchisees at all stages of their development throughout the world. The firm also has a robust dispute resolution team, representing franchisors in courts and arbitration tribunals in the U.S and overseas, and a leading franchising mergers and acquisitions practice.

“Given the respect of *Global Franchise Magazine* in the global franchising community, and this year’s elite panel of judges, who regularly interface with franchise lawyers in their countries and elsewhere, our franchise team is truly honored to be recognized as first among its global peers,” said Carl Zwisler, Lathrop GPM Franchise & Distribution Senior Counsel. The judges included the CEOs of the International Franchise Association and franchise associations of Australia, Hungary, Sweden and the U.K., and leading franchise professionals from the U.K. and the U.S.

This honor is awarded to the legal team which has “provided consistently excellent service to the franchise industry, and which has promoted the cause of franchising through media involvement and whose name has become synonymous with franchising.”

For over 60 years, Lathrop GPM lawyers have been advocates and trusted advisors for the the franchise community. The firm’s franchise lawyers have produced hundreds of articles and presentations that run the gamut of issues affecting franchising.

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