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IN THE NEWS

Mark Kirsch Featured in 1851 Franchise as Top Franchise Legal Player

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Lathrop GPM Partner Mark Kirsch was recently featured in *1851 Franchise* among their 2024 Top Franchise Legal Players. The annual list showcases the top players in the franchise industry.

Mark answers a variety of questions from staff writer Erica Inman. On the most important things franchisors can do to protect their brand, Kirsch said "A franchise 'brand' is multifaceted, and it is more than just the trademark or the business name over the door. While the brand is owned by the business — or in this case the franchisor — as a practical matter, a brand is really the public's feelings and perceptions about the business and the products/services sold."

Read the full article here: [Top Franchise Legal Players: Mark Kirsch, Lathrop GPM LLP](#)

Related People

Mark Kirsch

Partner

Washington, D.C.

202.295.2229

mark.kirsch@lathropgpm.com

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