



## **DALLAS**

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Dallas, TX 75201

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## **Assistant**

Kim Whittelsey  
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## **PRACTICE AREAS**

Franchise & Distribution

Franchise M&A

Emerging & Mature Systems

International Development

## **COURT MEMBERSHIPS**

- Texas

## **EDUCATION**

University of Pennsylvania Law  
School, J.D.

Southern University, B.S.

# **Carlos L. White**

Partner | [carlos.white@lathropgpm.com](mailto:carlos.white@lathropgpm.com)

Carlos White is an HBCU-bred, Ivy League Law-trained business optimizer and franchise developer with over 15 years of experience in franchise and distribution law.

Carlos counsels businesses -- from startups to mature companies -- in all matters relating to franchise and distribution systems. Carlos helps clients understand the value and indispensable part that legal strategy plays in sustaining and growing their concepts. Carlos has helped clients create dozens of franchise programs and strategic distribution and licensing arrangements, both domestically and internationally, across numerous sectors of business.

Outside of work, Carlos enjoys traveling and studying 20th-century U.S. and sports history.

## **Representative Experience**

### **Domestic and International Commercial Arrangements**

- Represented a multi billion dollar hotel company in restructuring U.S. franchise program and establishing franchise program in Mexico.
- Represented a multi billion dollar hotel/hospitality company in establishing franchise and distribution networks in Australia, Barbados, Singapore, Russia, and Thailand.
- Represented international real estate company in establishing distribution network in China.

### **Corporate, Private Equity and M&A**

- Served as lead franchise counsel on \$650 million sale of oil services company.
- Represented management team of consumer product company in connection with \$1 billion private equity transaction.
- Represented a multi billion dollar company in sale of restaurant concept to San Francisco-based private equity firm.

## Operations

- As in-house counsel, oversaw workforce expansions from 110 to 600 employees, total revenues from \$80 million to nearly \$400 million, and customer count from 5,700 to 25,000+ in a two-year period.
- As in-house counsel, developed customer-driven automation processes allowing customers to obtain certain compliance reports and documentation about the company's infrastructure while protecting the confidentiality of such reports and documentation.
- As in-house counsel, trained sales staff on the company's customer-related agreements.

## Events

- ESG Essentials for Franchise Companies Webinar  
June 21, 2023
- Webinar Series: From a Dream to an Agreement: Business and Legal Considerations for Franchisees  
September 14, 2022

## Presentations

- Presenter, "Breakout Session B: Acquisition Entrepreneurship," University of Maryland Black Terp Entrepreneurship Summit: Breaking Barriers, Building Wealth, and Fostering Collaboration, April 12, 2024
- Opening Remarks and Roundtable Discussion Leader, "Emerging Franchisor Bootcamp," 2024 IFA Annual Convention, February 17, 2024
- Opening Remarks, Mayor Eric Johnson's Franchise Initiative - Scalable Marketing & Branding Strategies Session, February 15, 2024
- Roundtable Facilitator, "Your Dream Team: Assembling the Best Advisors to Help Scale Your Business," International Franchise Association's 2023 Emerging Franchisor Conference, November 2,

2023

- Facilitator, "Evaluating and Addressing Inadvertent Franchise Issues in A Company's Distribution and Licensing Strategies," 2023 General Counsel Conference Southwest, September 21, 2023
- Moderator, Multiple Sessions, Dallas Startup Week, September 14, 2023
  - "Franchising: The Most Overlooked Growth and Revenue Strategy For Startups & Emerging Companies,"
  - "What is Mayor Eric Johnson's Franchise Initiative, and How Does It Benefit Entrepreneurs?"
  - "Franchising: The Ultimate Startup & Emerging Business Eco-System Builder For Scaling Companies In All Industries,"
- Panelist, "Ask Me Anything," Dallas Startup Week event at Impact Ventures, July 11, 2023
- Co-presenter, "ESG Essentials for Franchise Companies," Lathrop GPM Webinar, June 21, 2023
- Co-presenter, "Entrepreneurship Through Acquisition," Texas Black Expo 2023, May 19, 2023
- Panelist, "Franchisor Environmental, Social, Governance (ESG) Plans and Brand Standards," 2023 IFA Legal Symposium, May 8, 2023
- Moderator, "Entrepreneurship and Scaling," The DEC Network's State of Entrepreneurship, March 29, 2023
- Panelist, "Diversity Champions Forum," Project 23 Dallas, March 23, 2023
- Podcast Guest, "Lathrop GPM, A Coast to Coast Franchising Legal Team," Pillars of Franchising, March 16, 2023
- Panelist, "Roundtable: Operations Manual - The Overlooked 'Contract'," International Franchise Association Emerging Franchisor Conference, November 3, 2022
- Speaker, "The Real ABCs To Helping Minority Business Enterprises Sustain & Grow," The DEC Network, February 16, 2022
- Speaker, "How I Made It -- Power Moves To Create A Business Empire," Greater Houston Black Chamber of Commerce, November 15, 2021
- Speaker, "Tech-Chising -- Why Franchising Is Such A Viable Growth Strategy For Tech Startups?" Global Entrepreneurship Week - Fort Worth, November 11, 2021

- Speaker, "Being a Successful Franchise Boss -- Selecting the Right Franchise Opportunity and Building out Your Franchise Business," Dallas Startup Week, August 5, 2021
- Speaker, "Franchise Your Business? An Overlooked Growth Strategy for Small & Emerging Businesses," Dallas Startup Week, August 3, 2021
- Speaker, "Every Idea Is A Big Idea Beginning With the End in Mind," Empower Series Online, February 20, 2021
- Podcast Guest, "Diversity in Franchising," Global Franchise Podcast, 2020
- Speaker, "Economic Power of Franchising," Dallas Black Chamber of Commerce (DBCC), 2020
- Speaker, "Systemizing Business Objectives to Optimize Growth," Financial Literacy Workshop - Empower Series, 2020
- Speaker, "How to Franchise Your Business," Invest Atlanta Business Accelerator, 2019
- Speaker, "Regulatory Issues Relating to Raising Capital for ACDBE Companies," Airport Minority Advisory Council (AMAC) Annual Airport Business Diversity Conference, 2018, 2019
- Facilitator, "Roundtable: Operations Manual: The Overlooked 'Contract'," IFA Emerging Franchisor Conference, November 3, 2022

## Publications

- Co-author, "Addressing Five Essential ESG Questions for Franchise Companies," *Franchising Magazine USA*, November 1, 2023
- Author, "Building and maintaining the franchising ecosystem in Dallas," *The Dallas Morning News*, September 6, 2023
- Author, "Mayor of Dallas' Franchising Initiative: A Powerful Initiative To Grow Minority Business Enterprises," *Franchise Journal*, January 2, 2023
- "Dallas-Based Partner Leading Practice to Support Minority-Owned Companies," *Dallas Business Journal*, November 8, 2021
- "Carlos White Named 2021 MCCA 'Rising Star'," *Southeast Texas Record*, September 14, 2021

## Client Alerts And Blog Posts

- Connecticut Federal Court Awards Prevailing Sales Representative Less than Half of Requested Attorneys' Fees  
February 15, 2024
- Eighth Circuit Rules a Franchisor Is Not Entitled to Compel Arbitration of its Own Claims After Receiving a Series of Unfavorable Decisions from the Court  
November 1, 2023
- Diversity in Franchising: Dallas Startup Week Provides Opportunities for Franchise Startups and Entrepreneurs to Connect  
October 5, 2023
- North Carolina Federal Court Rules That Franchise Agreement's 1-Year Statute of Limitations Clause Barred Action Against Franchisor Hounds Town USA  
September 7, 2023
- Increasing Diversity in Franchising: Business and Legal Considerations for Franchisees  
July 6, 2023
- California Federal Court Concludes California Franchise Relations Act Applies to Termination of Operator Agreement  
May 4, 2023
- Ohio Federal Court Denies Distributor's Motion for Preliminary Injunction Following Importer's Bankruptcy  
April 5, 2023
- Florida Federal Court Grants Franchisor's Motion to Dismiss Breach of Implied Covenant of Good Faith and Fair Dealing Claims  
January 11, 2023
- Virginia Federal Court Transfers Case Contrary to Forum Selection Clause  
October 6, 2022
- Pennsylvania Federal Court Grants Summary Judgment to Franchisor on Joint Employer Claim  
September 8, 2022

## In The News

- Franchise Times Features Partners Mark Kirsch and Carlos White on Franchisor DE&I Efforts  
October 13, 2023
- Dallas Innovates Features Partner Carlos White on Dallas Mayor's Franchise Initiative

October 12, 2023

- Medium Features Partner Carlos White in One-Year Progress Update on Dallas Mayor's Franchise Initiative  
August 24, 2023
- Franchise Times Quotes Carlos White On City of Dallas Launching Initiative to Increase Diversity in Franchise Community  
September 23, 2022
- Global Franchise Features Carlos White On Leading Mayor's Initiative as Franchise Impact Ambassador  
September 23, 2022
- Dallas Examiner Features Carlos White on Mayor's Franchise Initiative to Foster Economic Growth  
September 3, 2022
- Dallas Innovates Features Carlos White on Mayor's Franchise Impact Ambassadorship  
August 26, 2022
- The Dallas Morning News Features Partner Carlos White, Franchise Businesses in Southern Dallas  
August 25, 2022
- Dallas Executive News Features Partner Carlos White in His New Role as Franchise Impact Ambassador  
August 22, 2022

## News Releases

- Lathrop GPM LLP Hosts Diverse Professionals Network Retreat  
June 21, 2023
- Lathrop GPM Partner Carlos White Leads Mayor's Franchise Initiative in Dallas  
August 26, 2022
- Lathrop GPM Grows Franchise & Distribution Practice with New Partner and Associates  
June 13, 2022

## Professional Affiliations

- Dallas Franchise Impact Ambassador, Chair of Mayor's Franchise Initiative
- Desoto Economic Development Corporation, Board Member
- Southern Dallas Development Corporation (SDDC), Former Board Member

- State Bar of Texas
- American Bar Association

### Community Involvement

- B.U.I.L.D. Collaborative; a coalition of Dallas small business ecosystem partners that promotes equitable and inclusive entrepreneurial growth
- Dallas Entrepreneur Center (DEC Network), Board Member

### Honors

- "Best Lawyers in Dallas," *D Magazine*, 2018, 2020-2023
- "Rising Star," Minority Corporate Counsel Association (MCCA), 2021
- "Titans of Franchising," *Franchise Journal*, 2020