



Trademark Licensing: Avoiding the Accidental Franchise in Structuring Licenses

October 13, 2016

Webinar

Live Webcast

Join Gray Plant Mooty attorney Mark Kirsch for a CLE webinar providing guidance to IP counsel on drafting trademark licenses to avoid creating an accidental franchise. The panel will discuss the differences between trademark licenses and franchises, structuring the licenses, and avoiding a naked license. The panel will also offer best practices for complying with franchise laws if an inadvertent franchise has been established.