



## Mark Kirsch Co-Authors Chapter in New Mergers & Acquisitions Franchise Law Book

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Gray Plant Mooty principal Mark Kirsch recently co-authored a chapter on due diligence in the ABA Forum on Franchising's new book, *Mergers and Acquisitions of Franchise Companies*. [Click here to read the chapter online.](#)

The book addresses a wide range of legal and practical concerns that can impact franchise practitioners and other non-franchise attorneys involved in the transaction. Additional topics covered include real estate, trademark, and tax considerations that may arise through the course of the M&A process.

Kirsch practices in Gray Plant Mooty's Franchise M&A practice group, which regularly represents franchise buyers and sellers in exploring, negotiating, and executing M&A transactions. While every transaction offers its own legal complexities, attorneys in the Franchise M&A group bring a wide range of interdisciplinary expertise that can take on any challenge.