Fundamentals of Franchising remains one of the most valuable books in the Forum on Franchising’s library of excellent books. Since the publication of the first edition in 1997, Fundamentals has provided guidance to many lawyers new to the practice of franchise law but continues to serve as a resource for more seasoned franchise practitioners as well.

No one mentions this book without invoking the names of Rupert Barkoff and Andy Selden. They were the editors of the first edition and have served as co-editors with Ron Gardner and Joe Fittante on this current edition. We thank Ron and Joe, who will carry on Rupert and Andy’s excellent work for future editions. But our appreciation must clearly go to Rupert and Andy for sharing their wisdom, insight, and scholarship with us from the first edition through the fourth.

We also recognize the dedicated efforts of the chapter authors: Chapter 1—Trademark Fundamentals for the Franchise Lawyer by Christopher P. Bussert and Linda K. Stevens; Chapter 2—Structuring the Franchise Relationship by Dennis E. Wieczorek [RIP] and Max Schott III; Chapter 3—Franchise Disclosure Issues by David W. Oppenheim and Rebekah Prince; Chapter 4—Registration by Joseph J. Fittante, Jr. and Suzanne Trigg; Chapter 5—Relationship Laws by Kerry Bundy and Robert Einhorn; Chapter 6—Anti-Trust Laws by Kay Lynn Brumbaugh and Michael K. Lindsey; Chapter 7—International Franchising by Mark A. Kirsch and John H. Pratt; and Chapter 8—Representing Franchisees by Ronald K. Gardner, Jr. and Julianne Lusthaus.

Jim Goniea and Karen Satterlee, as the publications officers for the Forum during the development of this book, have done their customary great job in bringing this edition to print. A thanks also goes to Teri Koller, the liaison from the publications committee, who oversaw the development of this book from start to finish.

On behalf of the Forum, I express my gratitude to all of you who have been involved in updating this essential and vital resource for the Forum.

Deb Coldwell
Chair, Forum on Franchising
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