Foreword

When the *Franchise Law Compliance Manual* was originally conceived in the mid-1990s, it was one of those rare ideas that, on its face, everyone knew was going to be so important and helpful that we were simply left to wonder why it had not been done before. Under the steady hands of Steve Goldman and Bret Lowell, and with significant assistance from the Corporate Counsel Division members, particularly its then-Chair, Jeff Brimer, the *Franchise Law Compliance Manual* came to fruition. In that first edition, the Forum on Franchising brought to bear significant expertise to assist companies engaged in the business of franchising in creating and establishing a multitude of compliance programs. The *Manual* rightfully focused on both legal and practical issues that faced all companies engaged in franchising.

In this second edition, we have gone even further. Given his extraordinary contributions to the first edition, Jeff Brimer was the Forum’s obvious choice as the editor of this second edition. Jeff brought considerable skill and talent to editing this fine piece, setting out to rework, reorganize, and expand on the tremendous work that was contained in the first edition.

Working with 15 deeply experienced practitioners (including a handful of the original authors), Jeff has put together a product some thought would not be possible—an improvement over the first edition. Besides the updates and reorganization, this second edition contains an entirely new section on compliance in the age of international franchising. This alone brings this volume up to date as franchising embarks on its second half-century. Further, much of what you will find in chapters 1 through 6 is the result of best practice and improvements that practitioners of the fine art of franchising have developed over the last 15 years.

On behalf of the entire Forum on Franchising, I thank Jeff and the authors of this fine publication for their spectacular contribution to the continuing evolution of franchise law—and, perhaps more importantly, helping to supply sound practical and legal advice to those who are charged with complying with all aspects of franchise law throughout the United States and even more so now, throughout the entire world.

Ronald K. Gardner
2010 Chair, Forum on Franchising
American Bar Association