

Table of contents

About the International Bar Association	5	Franchising and the Internet	95
Preface	7	Robin Bynoe	
Harald Lichter		Charles Russell LLP	
Ideenbroker GmbH		Lee Plave	
Introduction	9	Plave Koch PLC	
Marco Hero		Data protection – the European perspective	117
TIGGES Rechtsanwälte		Christopher Wildhaber	
Part I: General international topics		Streichenberg Rechtsanwälte	
The definition of ‘franchising’	11	Data protection – the North American perspective	129
Rocío Belda de Mergelina		Tao Xu	
Garrigues		DLA Piper LLP (US)	
Selecting a format for international franchising	27	Tax issues – the European perspective	133
Carl E Zwisler		Guido Holler	
Gray Plant Mooty		TIGGES Rechtsanwälte	
Franchising legislation – a global overview	59	Tax issues – the US perspective	149
Katharina Wurm		Bruce S Schaeffer	
TIGGES Rechtsanwälte		Franchise Valuations Ltd	
International dispute resolution	81	The importance of cultural differences in international franchising	163
Dan Engström		Souichirou Kozuka	
Stockholm Arbitration & Litigation Center (SALC) Advokatbyrå KB		Gakushuin University	
		Albrecht Schulz	
		TIGGES Rechtsanwälte	

Part II: Franchising industry reports

Restaurants _____ 175

Riley Lagesen
Davis Wright Tremaine LLP

Fashion _____ 291

Igor San Juan
Evelyn Verstraaten
G-Star International BV

Elder and child care _____ 205

Jeffrey A Brimer
Faegre & Benson LLP

Grocery retail – the European _____ 217
perspective

André Lombart
CMS DeBacker

Grocery retail – the US _____ 225
perspective

Erik B Wulff
DLA Piper LLP (US)

Hotels _____ 227

Karen Boring Satterlee
Hilton Worldwide
Frank Zaid
Osler, Hoskin & Harcourt LLP

Health, beauty and fitness _____ 261

Lukas Bühlmann
Bühlmann Rechtsanwälte
Stéphane Teasdale
Fraser Milner Casgrain LLP

Internet and technology _____ 271
franchises

John H Pratt
Hamilton Pratt
John Vernon
The Vernon Law Group, PLLC

Cleaning and maintenance _____ 287

Anders Fernlund
Advokatfirman Nova AB
Jacqueline W Vlaming
Coverall North America, Inc

The pet industry _____ 295

Günter Erdmann
SCHLARMANNvonGEYSO

Part III: Financing in international franchising

Financing – the UK _____ 307
perspective

Brian Duckett
The Franchising Centre

Financing – the German _____ 317
perspective

Jörg T Eckhold
Eckhold & Klinger
Unternehmensberatung GmbH (BDU)

Financing – the US _____ 339
perspective

Robert Shaw
Edwards Global Services, Inc

Part IV: Appendices

Appendix 1: Franchise _____ 353
associations

Appendix 2: Disclosure laws _____ 363

Appendix 3: Relationship _____ 366
laws

About the authors _____ 369