

FRANCHISE

**"DRAFTING AND NEGOTIATING SUCCESSFUL
FRANCHISE AGREEMENTS" WORKSHOP**
23rd FEBRUARY, 2016

ORGANIZED BY
DUBAI CHAMBER
IN ASSOCIATION WITH
THE JORGENSEN LAW FIRM PLLC
& **HODA BARAKAT LEGAL CONSULTANCY**

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Franchising is a popular concept worldwide. Brand-owner franchisors are attracted by the prospect of expanding their brands, while local investor franchisees are interested in the advantages of operating their own business under a well-known brand. The franchise relationship can significantly lower costs and risks for the franchisor and result in great rewards for the franchisee.

Drafting and negotiating a successful franchise agreement involves understanding those regulations and skills in drafting and negotiating provisions that are clear. In this essential one-day workshop, taught from both the franchisor and franchisee perspective, participants will learn new, valuable approaches to recognize and produce effective franchise agreements.

OBJECTIVES

- Understanding the purpose and goals of franchise agreements;
- Drafting and negotiating the key franchise agreement provisions;
- Complying with important franchise and related laws;
- Identifying steps to ensure a productive and profitable franchise relationship.

WHO SHOULD ATTEND?

Dubai Chamber Members, Lawyers, Legal Consultants, Investors, Contract Administrators, Franchise Owners and anyone interested in franchising.

LANGUAGE

English

DATE, TIME & VENUE

23rd February, 2016

8:30 am - 05:30 pm

Dubai Chamber (Main Office) - 2nd Floor

PARTICIPATION FEES

Status	AED
Dubai Chamber Member	1500
Non-member	2500
Non-Profit Organization	2000

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FACILITATORS



Paul C. Jorgensen

Attorney | The Jorgensen Law Firm PLLC

Paul C. Jorgensen is a Washington D.C. attorney and frequently instructs attorneys and business people on contracts, licenses and intellectual property. Mr. Jorgensen is a popular instructor here at the Dubai Chamber of Commerce & Industry, where he has taught frequently since 2009. Mr. Jorgensen is also a well-known speaker at Georgetown Law School, CPE Link, the American Bar Association, the New York Bar association and other educational and professional organizations.



Hoda Barakat

Attorney | Hoda Barakat Legal Consultancy

Hoda Barakat is a UAE attorney and frequently deals with all aspects of franchise, such as contracts, licenses and intellectual property, for her clients. Ms Barakat has been practicing in the UAE since 1995 and has gained extensive legal experience in this area of law. Ms Barakat has written many articles on various legal subjects and spoken at many local, regional and international seminars and conferences.



Dubai Chamber of Commerce & Industry
Legal Services Department
Tel: +971 4 202 8256 / 243
Fax: +971 4 202 8811
E-mail: legalevents@dubaichamber.com
www.dubaichamber.com

800 CHAMBER
WWW.DUBAICHAMBER.COM

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DUBAI CHAMBER



LEBANON
FIFTY YEARS

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23rd FEBRUARY, 2016

PROGRAM

- 8:30am - 9:00am** Reception & Registration
- 9:00am - 9:05am** Welcoming Remarks
- 9:05am - 10:40am**
- What is a franchise agreement and why is it special?
 - Must have's in the agreement
 - Elements of making a successful agreement and relationship
- 10:40am - 11:00am** Break
- 11:00am - 12:30pm**
- Laws to consider: Competition Law, Contract Law, Agency Law, IP Laws etc.
 - Other important factors eg non-compete, support by franchisor, confidentiality agreements/NDA at the outset, importance of IP etc.
- 12:30pm - 1:30pm** Lunch
- 1:30pm - 3:00pm**
- Considering a franchise
 - *Researching the potential franchise and making the most of your initial review of the franchise agreement*
 - *Why and how to select a valuable accountant and attorney*
 - Analyzing the franchise agreement: a franchisee's view of eleven key provisions:
 - *Term and renewal*
 - *Franchisor obligations (territory, intellectual property, business plan, training and ongoing support)*
 - *Franchisee obligations (costs, supply sources, operating practices)*
- 3:00 pm - 3:15 pm** Break
- 3.15pm - 4:15pm**
- Analyzing the franchise agreement (continued):
 - *Termination*
 - *Sale and assignment*
 - *Post-termination*
 - What franchisee negotiations may actually change the franchise agreement?
 - Knowing and avoiding some of the most common franchisor-franchisee disputes after opening
- 4:15pm - 5:00pm** Q & A



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REGISTRATION FORM

First Name: Surname:
Middle Name: Title (Dr., Mr, Ms, etc):
Organisation: Occupation:
P.O. Box: City:
Telephone No: Fax No:.....
Mobile No: Email:
Is your organisation a member of Dubai Chamber: Yes No Membership No:

Fees:

- Dubai Chamber Member: AED 1,500/-
- Non-member: AED 2,500/-
- Non-Profit Organisation: AED 2,000/-

Registration:

- Prior registration is required to attend the Workshop due to limited seats.
- Registration deadline 22/02/2016. Register now!

Payment Method:

- Dubai Chamber Prepaid Visa Card;
- Online;
- Cheque drawn in favor of Dubai Chamber of Commerce & Industry;
- Direct transfer to Dubai Chamber of Commerce & Industry, IBAN: AE420260001012000257201, Emirates NBD, Main Office, Dubai - UAE, P.O. Box: 777, UAE, Swift code: EBILAEAD *(Pls. mention the event name in the transfer).*

Cancellation:

- Full refund if cancellation notice is received at least 5 working days prior to workshop date.
- 50% refund if cancellation notice is received within 5 working days of the workshop date.
- No refund if cancellation notice is received on the date of the workshop.

Signature of Applicant:

Date:

For official use only

Registration Number: