



Jeffrey Karlin and Robert Zisk Author Chapter in New Franchise Law Book

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Gray Plant Mooty's Jeffrey Karlin and Robert Zisk recently authored a chapter on Ongoing Operations Considerations in the ABA Forum on Franchising's new book on franchise law, *Collateral Issues in Franchising: Beyond Registration and Disclosure*.

In this book, each chapter addresses a particular category of concerns and offers insightful analysis of important aspects of the franchisor-franchisee relationship. Topics cover a wide variety of subjects, including social media, search-engine optimization and other Internet concerns, franchise sales relationships, and the franchisor's corporate and business structure and intellectual property, among others. The book can be purchased on the ABA website.