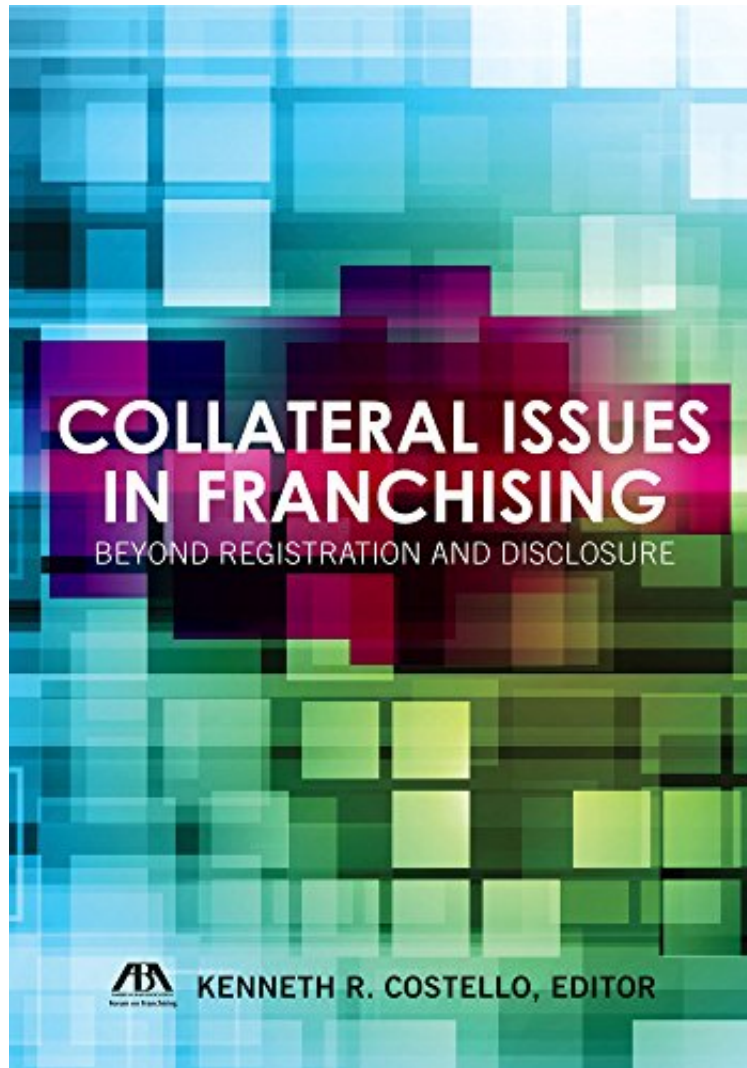


# Collateral Issues in Franchising: Beyond Registration and Disclosure

*Kenneth R. Costello*

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**Kenneth R. Costello : Collateral Issues in Franchising: Beyond Registration and Disclosure** before purchasing it in order to gage whether or not it would be worth my time, and all praised Collateral Issues in Franchising: Beyond Registration and Disclosure:

In addition to counseling their clients on disclosure, registration and other basic franchising concepts, franchise attorneys must handle a wide variety of collateral, but essential, areas of law on a daily basis. These can range from Internet communications to advertising programs to supply chain issues. In this book, each chapter addresses a

particular category of concerns and offers insightful analysis of important aspects of the franchisor-franchisee relationship. Topics include social media, search-engine optimization and other Internet concerns; franchise sales relationships; third-party financing; the franchisor's corporate and business structure and intellectual property; real-estate issues such as zoning, permits, building code compliance, signs, environmental issues and due diligence, and real estate financing; regulation of advertising and telemarketing; and supply chain management and logistics; among others.

About the Author Kenneth R. Costello, of Los Angeles, is a partner in the Los Angeles office of Bryan Cave, LLP, an international law firm named by U.S. News World Report as Tier 1 nationally in franchising, with 1000 lawyers and 26 offices globally. He is certified as a specialist in Franchise and Distribution Law by the California State Bar Board of Legal Specialization and focuses his practice on a broad range of U.S. and international franchise, intellectual property licensing, and e-commerce issues, and is a frequent author and speaker on these topics.