

How U.S. Franchisors Mitigate Legal Risks: Separating Facts from Myths

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Gray Plant Mooty attorney Carl Zwisler recently wrote an article featured in *Franchising Abroad*, which addresses the three key concerns raised by many foreign franchisors considering an expansion into the United States.

These concerns include:

- Fear of litigation
- Fear of competition
- Fear of franchise regulation

According to Zwisler, international franchisors should not let these concerns limit them from expanding into the lucrative U.S. market. “A company that has succeeded at differentiating itself from competitors in other markets,” Zwisler writes, “should be able to build on its strengths in the U.S.”

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