

Gray Plant Mooty's Carl Zwisler Authors Chapter in International Franchising: A Practitioner's Guide

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MINNEAPOLIS, Minn. (August 13, 2010) — Carl Zwisler, an attorney with the Washington, DC, office of the law firm Gray Plant Mooty and a senior member of the firm's Franchise & Distribution practice group, has authored a chapter on selecting a format for international franchising in the newly published book, *International Franchising: A Practitioner's Guide*.

Published by **Globe Law and Business** in partnership with the **International Bar Association**, *International Franchising* is a concise, practical guide for all those involved in planning and operating an international franchise program, from in-house counsel to managing directors to those in private practice. The book's editor and authors are all experienced international franchise law practitioners or international franchise consultants.

The book is divided in three parts. The first part provides general information on preparing for international franchising, including fundamental topics such as selecting a format for international franchising, franchising legislation, dispute resolution, the Internet and data protection, tax issues, and the importance of cultural differences in international expansion. The second part is industry-specific, concentrating on some of most popular franchise industries, including restaurants, fashion, hospitality, Internet and technology, services, and retail. The third and final part provides the U.S., U.K., and German perspectives on financing in international franchising.

Zwisler's practice with Gray Plant Mooty focuses on the representation of franchisors, manufacturers, and investors in structuring, negotiating, and enforcing domestic and international franchise, licensing, distribution, and acquisition agreements. He also assists executives and general counsel in more than 65 industries or industry segments with creative solutions for developing and implementing business expansion strategies. With more than 35 years experience, Zwisler has worked with clients in every phase of domestic and international franchising, licensing, and distribution programs, frequently advising companies entering the U.S. market and U.S. companies expanding abroad.

About GPM:

Gray Plant Mooty is recognized as one of the leading corporate law firms in Minnesota and one of the top franchise firms in the world. Our roots go back to 1866. Today, we are a 170-attorney, full-service firm with offices in Minneapolis and St. Cloud, Minnesota, and Washington, DC. Our attorneys and staff provide exceptional client service and value to our clients, and directly or with our global affiliations, we provide comprehensive legal services on a regional, national, and global basis.

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