



Insights: News

Chris Bussert and Marc Lieberstein Named 2023 Franchise Times Legal Eagles

March 30, 2023

Chris Bussert and Marc Lieberstein were named **2023 Franchise Times Legal Eagles**, a recognition of accomplished attorneys who have a deep understanding of legal and business issues impacting the franchise industry. Chris was also named to the “**2023 Hall of Fame Class**.” This is Chris’s tenth time being recognized and Marc’s sixth time.

In this special, annual issue of thought leaders, Mr. Bussert was asked “What is the legal topic that more people in franchising need to know about?”

“The NIL—name, image and likeness—world is exploding in connection with college athletics. Many franchise operations appear anxious to get in on the action but have failed to consider all of the pros and cons including legal ramifications in doing so.”

Mr. Lieberstein was asked “M&A and consolidation within franchising remain a mega trend; what’s your take and how should franchisors/franchisees proceed?”

“Understand who you are acquiring. Make sure due diligence is done to cover potential liabilities for things like worker misclassification or franchisee-employee issues. The deal should not be all about the money.”

He was also asked “What has been your most interesting case or transaction lately and how did you work through it?”

“Representing a successful franchisee fighting off a new franchisor who wanted to update and change everything in the operator’s units. This was despite the fact that this franchisee was the most successful of the franchisor’s owners. We pushed back, prepared fair and reasonable amendments and encouraged the franchisee to communicate with the franchisor. It worked.”

Franchise Times Legal Eagles are selected based on nominations from clients, peers, and other legal professionals. The nominations are then judged by *Franchise Times* editors.

Please view Chris and Marc’s rankings and featured quotes on pages 31, 37, 41, 46, 50, and 57.

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Related People



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