Insights: Publications

Would a Franchise Lawyer Make a Good Franchisee?

New York Law Journal

FEBRUARY 27, 2018

In this article, Rupert Barkoff discusses the pros and cons of whether a franchise lawyer would make a good (or bad) franchisee. On the one hand, they may "be more likely to understand the significance of a franchise agreement," but on the other, they may "be fixed in their ways and not easily convinced that the franchisor's system must be followed in order to achieve success."