

In The News

# Franchising's Future is in the Metaverse, Say Jill Klein and Trish MacAskill

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Akerman Franchise and Licensing lawyers [Jill Klein](#) and [Trish MacAskill](#) take franchising into the metaverse in a new article published in *Global Franchise* magazine. In the article, the pair make a case for why franchisors should consider using the burgeoning virtual world as a tool to set themselves apart from the competition.

“Using the metaverse not only for brand promotion, but for the actual franchise sales process, as well as for recruiting talent, training and onboarding new franchisees, educating the franchise system with updates, designing the interior and exterior of the store or restaurant, and engaging more frequently with customers, will contribute to profit, value, and system efficiencies,” Klein and MacAskill state in the article.

You can read the entire article [here](#).

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Jill K. Klein  
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