

Press Release

Jack in the Box Franchisee Association Names Akerman Firm of Record

March 5, 2024

Akerman is proud to announce we have been selected to serve as outside counsel of record by the National Jack in the Box Franchisee Association (JIB-NFA). The Akerman team serving the association will be led by Kevin Hein, co-chair of the firm’s Franchise and Licensing Practice Group.

“Both Kevin and Akerman are well-respected within our industry, having demonstrated a deep understanding of the business and the legal issues our membership faces,” said Rabi Viswanath, JIB-NFA Chairman.

“The firm’s national platform and results-driven focus were also key factors in the association’s choice. We expect this to be a productive relationship for all involved,” stated Mike Norwich, JIB-NFA President.

Founded in 1951, Jack in the Box is one of the largest quick-serve restaurant brands in the nation, with more than 2,200 locations. The JIB-NFA represents nearly 90 percent of the company’s franchise locations and is dedicated to strengthening the brand and enhancing its position in the industry.

“We are tremendously honored to be selected by JIB-NFA. This is an incredible group of business owners with a clear vision for the future, and we

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look forward to helping them achieve that vision,” Hein said.

Akerman is an Am Law 100 law firm and our Franchise and Licensing Practice Group assists franchise companies of all sizes in matters ranging from federal, state, and international laws and regulations, to the protection of trademarks and other intellectual property, to changes in the areas of brand standards, product safety, joint employer, officer and vicarious liability, cybersecurity, encroachment, antitrust, and unfair competition. Akerman assists clients with all phases of franchising, licensing, and distribution in the United States, and in association with law firms in other countries, around the world.

About Akerman

Akerman LLP is a top 100 U.S. law firm recognized among the most forward-thinking firms in the industry by Financial Times. Its more than 700 lawyers and business professionals collaborate with the world’s most successful enterprises and entrepreneurs to navigate change, seize opportunities, and help drive innovation and growth.

About JIB-NFA

The National Jack in the Box Franchisee Association is comprised of franchise owners in the Jack in the Box, Inc. system. Its Board of Directors consists of 14 franchise owners. Any franchise owner in the Jack in the Box system may join the JIB-NFA. Currently the association represents 90% of the franchise locations with approximately 1,900 restaurants. The association was formed in 1995, and its purpose is to provide a pathway for franchise owners to offer ground level input to Jack in the Box on initiatives and issues to benefit both franchise owners and the corporation. It is the organization’s stated intent to have a seat at the table as a partner with Jack in the

Box with a role in major decisions that affect franchise owners.