

## Speaking Engagements

# William Sentell and Dale Cohen to Speak at Annual ABA Forum on Franchising

October 16, 2024 to October 19, 2024

JW Marriott Phoenix Desert Ridge Resort & Spa  
5350 E Marriott Drive  
Phoenix, Arizona

William Sentell and Dale Cohen will speak at the 47th Annual Forum on Franchising: Franchising Heats Up, presented by the American Bar Association (ABA). William will present on a workshop entitled “Domestic Conflict of Laws Basics for Franchise Attorneys.” His workshop will examine domestic conflict of laws basics and discuss how common franchise contract provisions and franchise statutes fit into conflict of laws analyses. It will also include practical trips for raising (and avoiding) these issues in litigation or arbitration and drafting considerations.

During Dale’s workshop, “Key Considerations for Franchising in Specialized Industries and Segments,” she will address significant considerations unique to structuring and registering franchises in specialized industries and segments, such as the health care, insurance, tax, and other fields, and will cover issues related to advertising, prohibitions against the corporate practice of medicine, anti-kickback statutes, billing, fee splitting, licensure and credentialing, non-competition agreements, ownership structure, and privacy.

William focuses his practice on franchise dispute resolution and related corporate, regulatory, and

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### Related People

Dale Alexandra Cohen  
William W. Sentell

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### Related Work

Corporate  
Franchise and  
Licensing  
Litigation

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### Related Offices

Houston  
New York

compliance matters. He has over 16 years of experience leading litigation cases from inception to trial. Dale focuses her practice on domestic and international franchising, distribution, and licensing law. Dale advises new emerging brands as well as widely recognized mature brands with respect to structuring and implementing their franchise, distribution, and licensing programs.

## Register

[Click here](#) to register for this event.