

Seminars and Conferences

# Dale Cohen and Marc Liebertsein to speak on Franchising: The Basics – Key Legal and Regulatory Considerations

July 15, 2026

1:00 PM – 2:00 PM ET

Virtual Webinar

Dale Cohen and Marc Liebertsein will present a webinar titled, “Franchising: The Basics – Key Legal and Regulatory Considerations” hosted by Practising Law Institute (PLI). This program will provide a comprehensive overview of the fundamental legal and regulatory framework governing franchising in the United States. Participants will gain a practical understanding of how franchises are defined under federal and state law, key compliance requirements, and critical considerations for structuring, offering, and operating franchise systems.

The speakers will discuss:

- The legal definition of a franchise under federal and state law, including:
  - The interplay between the trademark grant and brand protection considerations in franchising
  - How do the “control” and “assistance” elements impact franchise classification
  - What constitutes a franchise fee?

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## Related People

Dale Alexandra Cohen  
Marc A. Lieberstein

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## Related Work

Franchise and  
Licensing

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## Related Offices

New York

- Risks of inadvertently creating a franchise relationship
- Franchise structures, including single-unit, multi-unit, and master franchising
- Federal and state franchise sales laws, including disclosure and registration requirements
- The Franchise Disclosure Document (FDD): required contents and timing considerations
- Exemptions and exclusions under the FTC Rule and state statutes
- Overview of franchise relationship laws, including termination, renewal, and transfer issues

## Register

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