

Seminars and Conferences

Marc Lieberstein to speak on Clause for Concern: Red Flags in Licensing and Franchising Agreement

August 13, 2026

4:00 PM – 5:00 PM ET

Virtual Webinar

Akerman Franchise and Licensing partner, Marc Lieberstein, will present a webinar titled “Clause for Concern: Red Flags in Licensing and Franchising Agreement” hosted by Atl Legal Community. Franchise and brand license arrangements can create valuable growth and revenue opportunities and can take businesses to the next level. However, poorly drafted agreements can expose both sides to significant legal, financial, and brand risk. From unclear scope of rights to inadequate quality control and accidental franchise creation, small drafting mistakes can quickly lead to disputes, payment failures, regulatory exposure, and brand dilution. This webinar will examine common red flags in franchise and licensing agreements and discuss practical ways to identify risk early, strengthen contract provisions and protections, and preserve long-term brand value.

In particular, among other topics, Marc will address:

- Defining the scope of rights and avoiding unintended gaps or overreach
- Preventing quality control, compliance, and brand protection failures

Related People

Marc A. Lieberstein

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- Recognizing the risks of inadvertent franchise creation
- Structuring termination, payment, and enforcement provisions effectively
- Using dispute resolution, audit, and inspection rights to reduce risk

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