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McNees Attorneys Present “Franchising your Business -- Considerations and Legal Requirements” Webinar for NFIB PA

HARRISBURG, Pa. – McNees Wallace & Nurick attorneys Mike Doctrow and Brian Gregg presented the webinar, “Franchising Your Business – Considerations and Legal Requirements,” for The National Federation of Independent Business (NFIB) on Tuesday, June 20.

The webinar examined the business considerations one should make before franchising, the definition of a franchise, how franchises are regulated by the state and federal governments, the importance of brand protection to franchises, key terms of a franchise agreement, and some alternatives to franchising.



Doctrow is the co-chair of the Intellectual Property practice group at McNees. He also practices trademark, copyright, trade secret, and advertising law. His practice focuses on trademark clearance, registration and protection, copyright protection, and advertising and branding strategies. He is involved in structuring and negotiating trademark, copyright, patent and software license agreements, entertainment contracts, franchise and distribution agreements, advertising agreements and technology contracts. He counsels clients on all aspects of domestic and international marketing and distribution matters, and is actively engaged in counseling franchise companies.



Gregg is the chairman of McNees’ Food and Beverage practice group. He also practices in the Craft Brewery, Intellectual Property, and Privacy & Data Security practice groups. He focuses on trademark and copyright protection, software and technology services contracts, franchising, food labeling, internet law and other issues related to the protection and licensing of intellectual property.

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