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Counseling Licensors on the Steps They Can Take to Avoid Creating a Franchise Relationship

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In this article published in *New Jersey Lawyer Magazine*, Michael Schaff and Lisa Gora explore the practice of franchise relationships in New Jersey and their impact on licensors who want to register their company's brand name as a mark with the U.S. Patent and Trademark Office.

Attorney

- Michael F. Schaff

Practice

- Corporate