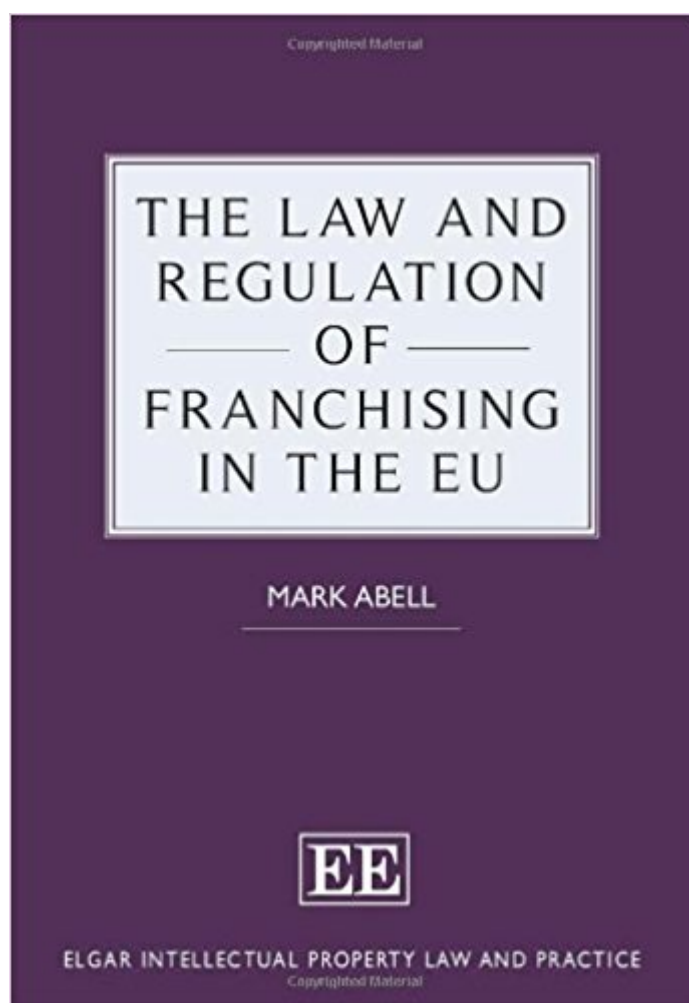


The book was found

The Law And Regulation Of Franchising In The EU (Elgar Intellectual Property Law And Practice Series)



Synopsis

'Mark Abell's book argues that the European franchising market fails to reach its potential as it remains unregulated. He supports this by analysing the historical legal and economic basics and risk/attraction profiles of franchising to franchisors and franchisee, compares the European situation to the highly developed regulatory regimes in the USA and Australia, and moves through to proposing and drafting a new EU directive to bring greater certainty and stability to cross border franchising in the EU. Comprehensively researched and very detailed, this book is a worthy contribution to the literature on the subject.'

- Graham Cunningham, Barrister, Hardwicke

Key features of this detailed and insightful work include:- Practical analysis from a leading authority in the field of franchising.- Examination of the impact of both franchise specific and general commercial law upon use of franchising in the EU.- Comparative legal analysis of the law of England, Germany, France, the US and Australia.- Carefully constructed proposals for a franchise directive in the EU based on the vast experience of the author.- A draft text for the proposed directive.

The Law and Regulation of Franchising in the EU provides an in-depth analysis of the regulatory environment for franchising in the EU. Franchising in the EU comprises nearly 10,000 franchised brands and over 215 billion (US\$300 billion) turnover per annum. However, compared to its scale in the US and Australia, franchising is not realising its full potential in the EU and the author points to the lack of homogeneity across members states as a large part of the problem. The book concludes by arguing for the adoption of a draft directive, and proposes a draft directive, which promotes market confidence in franchising, provides pre-contractual hygiene and imposes a mandatory taxonomy of rights and obligations. This highly topical and comprehensive work will appeal to franchise lawyers and franchise academics as this is the first book that analyses the impact of EU and member state law upon the use of franchising in the EU.

Contents: 1. Introduction 2. Deconstructing the Contextualisation, Architecture, Rationale and Risks of Franchising 3. Does the Contractual and Regulatory Environment Support and Promote Franchising? 4. Identifying a Catalyst to Re-engineer the Regulatory Environment 5. Re-engineering the Regulatory Environment for Franchising in the EU 6. Conclusion Appendix 1: Proposed Draft Franchise Directive Appendix 2: Analysis of Franchise Agreements Appendix 3: Statutes of the 21 Countries Outside of the EU that have Franchise Specific Laws Appendix 4: European Franchise Associations and Membership Table of Statutes Table of Cases Bibliography Index

Book Information

Series: Elgar Intellectual Property Law and Practice

Hardcover: 372 pages

Publisher: Edward Elgar Pub (July 31, 2013)

Language: English

ISBN-10: 1781952205

ISBN-13: 978-1781952207

Product Dimensions: 0.8 x 6.5 x 9.5 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,379,206 in Books (See Top 100 in Books) #103 in [Books > Law >](#)

[Administrative Law > Antitrust](#) #122 in [Books > Business & Money > Small Business &](#)

[Entrepreneurship > Franchises](#) #6191 in [Books > Law > Business](#)

Customer Reviews

'Mark Abell's book argues that the European franchising market fails to reach its potential as it remains unregulated. He supports this by analysing the historical legal and economic basics and risk/attraction profiles of franchising to franchisors and franchisee, compares the European situation to the highly developed regulatory regimes in the USA and Australia, and moves through to proposing and drafting a new EU directive to bring greater certainty and stability to cross border franchising in the EU. Comprehensively researched and very detailed, this book is a worthy contribution to the literature on the subject.' -- Graham Cunningham, Barrister, Hardwicke

Mark Abell, Partner in a law firm in the city of London, UK

[Download to continue reading...](#)

The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) Governance of Intellectual Property Rights in China and Europe (Elgar Intellectual Property and Global Development series) The Law and Practice of Trademark Transactions: A Global and Local Outlook (Elgar Intellectual Property Law and Practice series) (Re)structuring Copyright: A Comprehensive Path to International Copyright Reform (Elgar Monographs in Intellectual Property Law series) Franchising - The Naked Truth: The One Franchising Book You Must Read Real Estate: Passive Income: Real Estate Investing, Property Development, Flipping Houses (Commercial Real Estate, Property Management, Property Investment, ... Rental Property, How To Flip A House) Internet Domain Names, Trademarks and Free Speech (Elgar Intellectual Property and Global Development) Bisk CPA Review: Regulation, 43rd Edition, 2014 (Comprehensive CPA

Exam Review Regulation) (Bisk Comprehensive CPA Review) (Cpa Comprehensive Exam Review. Regulation) Emanuel Law Outlines for Intellectual Property (Emanuel Law Outlines Series) Intellectual Property Law (Quickstudy: Law) Intellectual Property Law Answer Book (Practising Law Institute Library of Treatise Titles) Pharmaceutical Patents (Intellectual Property Law Series) Intellectual Property and Competition Law: The Innovation Nexus Essentials of Intellectual Property: Law, Economics, and Strategy Early-Stage Technologies: Valuation and Pricing (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics) Intellectual Property Law for Engineers and Scientists Intellectual Property Law: Text, Cases, and Materials Intellectual Property: The Law of Trademarks, Copyrights, Patents, and Trade Secrets Intellectual Property Law: Legal Aspects of Innovation and Competition (Coursebook) Intellectual Property Law in the Sports and Entertainment Industries

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)