JOINT CONFERENCE

May 6-7, 2025 | Washington, DC

WORKSHOP #1

"That's none of your business"

How to Enforce System Standards and Contractual Terms in Franchise Networks

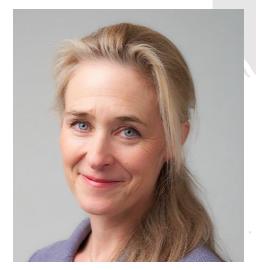




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AGENDA

Introduction

- 1. Role and Sources of System Standards
- 2. Monitoring Compliance
- 3. Enforcement Strategies
- 4. Franchisee Perspective on Enforcement
- **5. Resolution Options**

Conclusion

Q&A





The Situation



Franchisor: Burger Haven, Australia

Franchisee: Tasty Bites, multi-unit owner

in Washington, DC

Dispute: Tasty Bites allegedly failed to meet service standards of the system and received several warnings from Burger Haven





1. Role and Sources of System Standards

- What kind of standards are defined?
- Where can they be found?
- What are they good for?
- Are they all necessary?





2. Monitoring Compliance

- Which measures does Burger Haven use?
- Are the methods legitimate?
- Are the results reliable?





3. Enforcement Strategies Used By Burger Haven



"Carrots"

• "Sticks"





4. Tasty Bites' Perspective on Enforcement

- "Hey, we're in the same boat."
- "This is rather coercive!"
- "Do you treat all your franchisees the same?"





5. Resolution Options

Finding a joint understanding on what needs to be done in order to continue the franchise relationship....





Q&A





THANK YOU!



