

WIGGIN AND DANA ANNOUNCES EXPANSION OF FRANCHISE PRACTICE GROUP IN PHILADELPHIA-AREA OFFICE

WIGGIN AND DANA

Counsellors at Law



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April 2004 — Wiggin and Dana recently hired Robert Burstein as counsel in the firm's Franchise and Distribution Practice Group. Mr. Burstein is based in the firm's Conshohocken office, with Practice Group Chair Joseph Schumacher and franchise associates Kim Toomey and Christina Peterson.

Mr. Burstein's practice focuses on the business, regulatory and transactional aspects of franchising, and includes assisting clients in forming, developing and modifying franchise systems, complying with regulations, drafting franchise agreements, offering circulars and related documents, and negotiating transactions.

"Bob's extensive experience in franchising and distribution, especially in the regulatory area, makes him an invaluable asset to Wiggin and Dana's Franchise & Distribution Practice Group," said Joseph Schumacher. In addition to his experience as outside counsel to franchisors, Mr. Burstein was in-house counsel to the Subway sandwich shop franchise system. For nearly seven years, he was responsible for Subway's domestic and international regulatory compliance. Mr. Burstein also has substantial experience in negotiating and drafting co-branding agreements, vendor licenses and software licenses.

Mr. Burstein received his B.S. *summa cum laude* in 1976 from the University of Pennsylvania, where he was a member of Beta Gamma Sigma. He received his J.D. from Columbia University School of Law in 1980 where he was a Harlan Fiske Stone Scholar each year and Financial Editor of the *Columbia Journal of Transnational Law*.

From its five offices in Connecticut, New York and Pennsylvania, Wiggin and Dana represents national, regional and start-up franchisors and distributors throughout the country. We assist clients in every step of the franchise process - including regulatory compliance, business counseling, and alternative dispute resolution or litigation. We also offer expertise in related areas, including employment, antitrust, intellectual property and appellate law. Our lawyers are recognized franchise experts and frequently speak and write on franchising matters. In 2003, Wiggin and Dana launched the Franchise Law Blog, providing daily review and commentary on franchise news and legal developments. www.franchiselawblog.com.

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