



WIGGIN & DANA ANNOUNCES FRANCHISE LAW BLOG

<http://franchiselaw.blogspot.com>

Wiggin & Dana

Franchise Law Blog

Philadelphia, PA - Wiggin & Dana LLP announces the launch of the first web log, or BLOG, devoted to franchise law. Located at <http://franchiselaw.blogspot.com>, the blog serves to capture, index and briefly comment on news and important documents relating to franchise law. The blog is an open site, with no sign in or password necessary.

Types of information being collected include:

- sales and transactions among franchise companies
- legal actions taken by or against franchise organizations
- government regulations
- studies
- new legislation
- industry trade and national news articles on current franchise topics

Joseph Schumacher, Chair of the firm's Franchise and Distribution Practice Group, says the blog could be a real asset to franchise law practitioners, franchisors and anyone interested in franchising. "The nature of blogging is having up-to-the-minute information everyday - all in one place, with new articles on current issues in the industry being posted multiple times a day. We are pleased to provide comprehensive franchise news and issues to interested readers in this easy-to-use format."

"Because of the enormous effect that franchising has on the U.S. economy, and especially now that the fast food/obesity litigation is being so closely watched, franchising and franchise law have assumed higher profiles than other methods of distribution and areas of law," said Kimberly Toomey, senior associate in the Franchise & Distribution Practice Group at Wiggin & Dana.

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Numerous search engines have already picked up the franchise law blog and visitors to the site are multiplying steadily. In addition, the franchise blog has been added to the Daily Whirl (www.dailywhirl.com), a website that captures the headlines of over 100 legal news and information blog sites and provides users with a law-focused access point to blog content.

Visitors having questions or comments on blog content can email franchiseBLOG@wiggin.com.

Wiggin & Dana's Franchise & Distribution Practice Group concentrates on franchisor-franchisee relationships, including litigation and alternative dispute resolution. Wiggin & Dana lawyers assist franchisors in every step of the franchise process - from the creation of the franchise program, regulatory compliance, drafting of franchise-related documents, day-to-day business counseling, enforcement of the terms of the franchise agreement in litigation or arbitration and alternative dispute resolution. Practice Chair Joseph Schumacher appears in state and federal court and in arbitrations across the country on behalf of franchisors - he is a frequent speaker and writer on franchise topics.

Founded in New Haven, Conn., in 1934 with predecessor firms dating back to the 19th century, Wiggin & Dana has more than 150 attorneys in four offices. The firm's expertise includes all forms of litigation and dispute resolution, antitrust, securities law, labor and employment, benefits, complex corporate and real estate transactions, health care and estate planning and administration.

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