

WORLD FRANCHISING PARTNERS

Serving the Franchising Industry

WORLD FRANCHISING PARTNERS PARTICIPATION FORM

World Franchising Partners offers exceptional online and print exposure for a modest investment. The benefits of a 12-month partnership include:

- An immediate 1-year profile listing on FranchisingAttorney.com, which includes firm profile, attorney profile(s), 4-color firm logo, 4-color attorney photo(s) and hot link to firm homepage
- Website profile updates throughout the year at no charge
- A profile listing in the upcoming annual edition of *Bond's Franchise Guide*, which includes firm profile, attorney profile(s) and black-and-white firm logo
- A complimentary copy of the upcoming annual edition of *Bond's Franchise Guide*
- A complimentary copy of the latest annual edition of "How Much Can I Make?"

Whether you are an individual attorney or a member of a law firm, we are confident that you will generate many qualified leads as a World Franchising Partner. To participate, please do the following:

CHOOSE A PARTNERSHIP

1. Please select the appropriate promotional package:

- STANDARD PARTNERSHIP** (Recommended for sole practitioners and small law firms)
Description: 1 Firm Profile and up to 3 Attorney Profiles
Price: \$300.00
- EXPANDED PARTNERSHIP** (Recommended for medium and large law firms)
Description: 1 Firm Profile and over 3 Attorney Profiles
Price: \$300.00 for 3 + \$50.00 per each additional attorney

SUBMIT MATERIALS

2. Please complete and return the following items:

- Page 1 World Franchising Partners Participation Form
- Page 2 Firm Profile
- Page 3-4 Attorney Profile(s) – Each participating attorney must fill out a separate Attorney Profile.
- Page 5 Payment Form
- Firm Logo Enclose logo on a floppy disk/CD-ROM or email to partners@worldfranchising.com

Mail or fax materials to Source Book Publications at (510) 839-2104.

SOURCE BOOK PUBLICATIONS

Serving the Franchising Industry

1814 Franklin Street, Suite 815, Oakland, CA 94612

(510) 839-5471 ❖ Fax: (510) 839-2104 ❖ E-Mail: partners@worldfranchising.com
www.franchisingattorney.com ❖ www.worldfranchising.com ❖ www.franchisingconsultant.com

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FIRM PROFILE

FIRM INFORMATION

- 1. Name of Firm:** _____
Address: _____
City: _____ **State/Prov.** _____ **Zip/Postal Code:** _____
Country: _____
Website: www. _____
Tel: (800) _____ **or** () _____ **Fax:** () _____
- 2. Contact Person:** _____ **Position:** _____
Email: _____ **Phone:** () _____
- 3. Other Offices in:** _____

FIRM PROFILE

- 4. What are your firm's major areas of concentration? (Please limit to 100 words.)**

FIRM HISTORY

- 5. In business since** _____.
- 6. Providing legal services to the franchising community since** _____.
- 7. Approximately what percentage of the firm's billable hours relate to clients in the franchising industry?** _____%.
- 8. How many full-time employees are currently on your staff?** _____.
- 9. How many full-time professionals are currently on your staff?** _____.
- 10. Please list up to 10 franchising clients that your firm has worked for in the last 3 years.**

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ATTORNEY PROFILE

Each participating attorney must fill out a separate Attorney Profile.

ATTORNEY INFORMATION

1. **Name of Attorney:** _____
Address: _____
City: _____ **State/Prov.** _____ **Zip/Postal Code:** _____
Country: _____
Phone: () _____ **Fax Number:** () _____
Email: _____

ATTORNEY PROFILE

2. What are your specific areas of concentration? (Please limit to 100 words.)

ATTORNEY BACKGROUND

3. Year admitted to Bar: _____.
4. Licensed to practice in: _____.
5. Education/Honors (Martindale-Hubbell rating optional): _____

6. Professional Associations/Memberships. (Please abbreviate):

7. Publications (Please limit to 50 words): _____

ATTORNEY PROFILE (cont.)

GEOGRAPHIC PREFERENCE

8. Do you provide legal services throughout the U.S.? Yes No Specific Areas Only
If Specific Areas Only, in what geographic areas do you focus your activities?

9. Do you provide legal services throughout Canada? Yes No Specific Areas Only
If Specific Areas Only, in what geographic areas do you focus your activities?

10. Do you provide legal services internationally? Yes No
If Yes, in what countries? (Please limit to 10 countries.)

LEGAL SERVICES CATEGORIES

11. Eleven distinct legal services categories are listed on the www.franchisingattorney.com website. Please check the categories that apply to your areas of concentration.

- | | |
|--|--|
| <input type="checkbox"/> 1. Agreement Preparation | <input type="checkbox"/> 6. Intellectual Property Rights |
| <input type="checkbox"/> 2. Development Services: <ul style="list-style-type: none">• Disclosure Document Preparation• Complete Start-Up Assistance• Compliance Programs• International Expansion | <input type="checkbox"/> 7. International Services: <ul style="list-style-type: none">• International Contracts• International Franchising/
Licensing Agreements• International Litigation• International Representation |
| <input type="checkbox"/> 3. Financial Services: <ul style="list-style-type: none">• Bad Debt Collection• Bankruptcy/Chapter 11 Reorganization• Commercial Bank Financing• Debtor-Creditor Relations• Earnings Claim Preparation• Financial/Tax Planning• Mergers and Acquisition• Private Placement Financing• Royalty Audits/Enforcement• Tax Issues• Under-Reporting Issues• Valuation | <input type="checkbox"/> 8. Legal Services/Litigation: <ul style="list-style-type: none">• Anti-Trust Issues• Arbitration/Dispute Resolution• Contract Law/Breach of Contract• Litigation - General• Unfair Competition |
| <input type="checkbox"/> 4. Franchisor-Franchisee Relations: <ul style="list-style-type: none">• Contract Negotiation• Encroachment Issues• Terminations and Renewals | <input type="checkbox"/> 9. Real Estate Law: <ul style="list-style-type: none">• Development Issues• Lease Negotiations• Real Estate Law |
| <input type="checkbox"/> 5. Franchisee Representation: <ul style="list-style-type: none">• Due Diligence Assistance• Contract Negotiation• Franchisee Litigation | <input type="checkbox"/> 10. Registration: <ul style="list-style-type: none">• Disclosure Document Registration• On-Going FTC/State Compliance |
| | <input type="checkbox"/> 11. Transfer Issues: <ul style="list-style-type: none">• Sale of New Franchises• Sale of Existing Franchises |

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PAYMENT FORM

- YES, we would like be a World Franchising Partner on the FranchisingAttorney.com website and in the upcoming edition of *Bond's Franchise Guide*.

Approved By

Date

Firm Name

CALCULATION OF PAYMENT DUE (IN U.S. FUNDS):

1) Firm Profile and up to 3 Attorney Profiles: US \$ 300.00

2) Number of additional (over 3) Attorney Profiles: _____

3) Charge for additional Attorney Profiles
at \$50.00 per each additional attorney: US \$ _____

4) Total due: US \$ _____

Check Enclosed

Charge My Visa MasterCard

Card #: _____ Expiration Date: _____

Invoice Us

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