

REVIEWING THE **Franchise Rule**



AN FTC VIRTUAL WORKSHOP

November 10, 2020

1:00 pm

Welcome and Introductory Remarks

Andrew Smith

Director, Bureau of Consumer Protection, Federal Trade Commission

1:05pm

Opening Address

Hon. Kevin Hern

Representative R-OK 1st District

1:10 pm

Financial Performance Representations: What Should be Disclosed? And Why?

Moderator:

Christine M. Todaro

Attorney, Division of Marketing Practices, Federal Trade Commission

Panelists:

Dale Cantone

Assistant Attorney General, Deputy Securities Commissioner,
Office of the Maryland Attorney General

Susan Grueneberg

Member, Cozen O'Connor

Justin Klein

Partner, Marks & Klein, LLC

Keith Miller

Principal, Franchisee Advocacy Consulting

Sandy Wall

Of Counsel, DLA Piper

2:20 pm

Break

2:30 pm

A Discussion of Disclaimers, Waivers, & Questionnaires.

Moderator:

Josh Doan

Attorney, Division of Marketing Practices, Federal Trade Commission

Panelists:

Howard Bundy

Partner, Bundy Law Firm PLLC

Amy Cheng

Partner, Cheng Cohen LLC

Theresa Leets

Assistant Chief Counsel of the Securities Regulation Unit,
California Department of Financial Protection and Innovation's Legal Division

Brandon Moore

Former Franchisee, Dental Fix Rx

Lee Plave

Partner, Plave Koch PLC

3:30 pm

Break

3:40 pm

The Pros and Cons of the Current FDD Format.

Moderator:

Will Maxson

Assistant Director, Division of Marketing Practices, Federal Trade Commission

Panelists:

Dale Cantone

Assistant Attorney General, Deputy Securities Commissioner,
Office of the Maryland Attorney General

Kimberly Crowell

Principal, Kalo Companies; Attorney, Pennington P.A.

Ronald Gardner

Partner, Dady & Gardner, P.A.

Earsa Jackson

Member, Clark Hill PLC

Carl Zwisler

Senior Counsel, Lathrop GPM LLP

4:30 pm

Closing Remarks

Lois C. Greisman

Associate Director, Division of Marketing Practices, Federal Trade Commission
