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## Difference Between Franchise and License

By Michael Katz, Co-Author, "Franchise Bible"

Every franchise is a license, but not all \_\_\_\_\_ are \_\_\_\_\_.

The subjective different between license and franchise is the \_\_\_\_\_ of \_\_\_\_\_ and \_\_\_\_\_ of the Marks.

The Franchise relationship is governed by the \_\_\_\_\_ \_\_\_\_\_  
\_\_\_\_\_.

A license relationship is viewed as any other \_\_\_\_\_ \_\_\_\_\_.

If the title says that it is a Franchise, then it will be treated as such even if the franchisor did not \_\_\_\_\_ it to be a franchise.

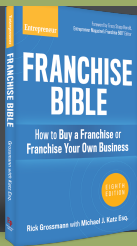
If the owner of the marks has the right to insure that the \_\_\_\_\_ is protected, then the relationship is likely a franchise.

It is usual for a franchise agreement to be between \_\_\_\_ and \_\_\_\_ pages.



A practicing attorney since 1976, **Michael Katz** helps franchise clients around the country to navigate state and federal laws to ensure compliance and maximize their business success. He's the co-author and editor of the "Franchise Bible (8th edition)", published by Entrepreneur Press.

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In a franchise, one is also charged an ongoing \_\_\_\_\_ fee.

The franchisor has the right to exert significant \_\_\_\_\_ and \_\_\_\_\_ how you operate your business.

At the bottom of the pyramid are the \_\_\_\_\_ of the business.

Great franchise leaders understand that the \_\_\_\_\_ are their customers.

Their success is \_\_\_\_\_.



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