What Are the Risks of Assigning Franchisees an Email Address with Your Domain Name?

Are you assigning your franchisees an email address with the brand's domain name? Business organizations utilize this email address convention for its employees so why wouldn't franchisors do so with their franchisees? Brand recognition and consistency are the top arguments for why this is done. However, franchisors should consider the ramifications of assigning franchisees email addresses that are so closely associated with the franchisor. Read Amy Cheng's article in the March 2013 issue of *Franchising World* for a more in depth analysis of the pros and cons of using the franchisors domain name in a franchisees email address.

The attached article is reprinted with the permission of the International Franchise Association.

International Franchise Association Legal Symposium

The International Franchise Association's 46th Annual Legal Symposium will be held May 5-7, 2013 at the JW Marriott in Washington, DC. If you are attending, drop us a note or come to one of our sessions. Amy Cheng will moderate the "Basics Track: Registration" and Ric Cohen will speak on the "Ethical Considerations in Negotiating Settlement Agreements". If this event is not on your calendar yet, it is not too late to register.

Amy Cheng Appeared as a Guest on Franchise Today

The April 25, 2013 episode of Franchise Today features an hour long discussion between Amy Cheng and Franchise Today host, Paul Segreto. Amy provided her insights and perspective about Private Equity in Franchising. Here is a link to listen or download their discussion if you missed the blogcast.

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Contacts	**Contact Information**
Amy Cheng	312-243-1716 or amy.cheng@chengcohen.com
Fredric A. Cohen	312-243-1717 or fredric.cohen@chengcohen.com
Michael R. Daigle	312-957-8366 or michael.daigle@chengcohen.com

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www.chengcohen.com