

Franchise



Melissa Romero
Named to Law Week
Colorado "Top
Women"

Franchising success depends as much on business relationships as on customer-facing operations. Beyond general business litigation, we help franchisors protect their intellectual property, brand standards, and goodwill—particularly in disputes with franchisees or suppliers.

We have a strong track record of securing preliminary and permanent injunctions in courts across the country to protect franchisors' trade secrets and trademarks and enforce contractual non-competes—especially when franchisees breach their agreements to open competing businesses using the franchisors' intellectual property and other proprietary information.

We have also successfully defended franchisors across multiple states against claims alleging franchise disclosure violations, fraudulent misrepresentation or concealment, breach of contract or the implied covenant of good faith and fair dealing, unjust enrichment, consumer protection violations, and royalty disputes. We further represent franchisors in disputes involving their vendors and suppliers, including breach of contract actions or claims brought by franchisees challenging the franchisor's system-wide vendor selection.

Our clients include one of the nation's largest wellness, beauty, and fitness franchises, one of the largest real estate franchises, and a leading cannabis franchisor.

"Business minded and cost conscious and a true strategic partner."

– Client comment

Cases

Successfully defended the national franchisor of Radiant Waxing® brand in a \$50 million case that culminated in a two-week bench trial over franchisees' claims for breach of contract and related declaratory judgments.

Secured a preliminary injunction and award of attorneys' fees and costs after a multiday evidentiary hearing for national franchisor of Amazing Lash Studio® brand against franchisees that breached franchise agreements and competed using the franchisor's trade secrets and trademarks.

Won a complete victory following a four-day arbitration for the nation's leading beauty and wellness franchisor, which was accused of fraud, franchise disclosure violations, violations of unfair competition laws, and breach of contract. Successfully countersued for breach of contract and trade secret misappropriation, obtained preliminary and permanent injunctions, recovered liquidated damages, and secured an award of attorneys' fees and costs.

Won a \$16.3 million arbitration award for a multistate cannabis operator in a Florida franchise dispute involving lost royalties and right-of-first-refusal issues.

Representing one of the nation's largest beauty and wellness franchisors in breach of contract, theft of trade secrets, and non-compete violation matters.

Won voluntary dismissal of putative class action claims for one of the nation's largest health and wellness franchisors regarding the company's refund policies.

Won a preliminary injunction for a national fitness franchisor against three competing fitness and nutrition studios that had stolen our client's trade secrets, infringed on its trademarks, committed fraud, and breached non-compete obligations.

Representing one of the nation's largest health and wellness franchisors in disputes involving violations of franchise, trademark, and trade secret agreements. Helped draft motions for preliminary injunction and temporary restraining order.

Won summary judgment on all challenged claims brought against the nation's leading beauty and wellness franchisor, resulting in a favorable settlement to resolve the remaining claims.

Contacts

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