



November 1, 2011

Paul Halasz Writes Article on Multibranding and Exclusivity for *Franchise Law Journal*

Paul Halasz co-wrote an article about possible exclusivity issues for multibranded franchise system owners and franchisees that was published in *Franchise Law Journal*. He co-wrote the article with former Day Pitney counsel Aaron Stahl. The article describes how the interests of a multibranded franchise system owner may sometimes seem to encroach upon the business interests of a single-brand franchisee, especially in situations where brands have merged or been newly created. The authors write that both parties must take their franchise agreement and issues of branding into consideration when determining what rights both parties have, and that owners should try to keep their franchise brands as separate as possible to prevent possible exclusivity issues from arising.