



London TDM

# Legal and Contracts Management Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 21 June 2026 To 25 June 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This 5-day course on "Franchise Agreements and Licensing Law" is designed for legal professionals, business owners, and entrepreneurs looking to deepen their understanding of franchise agreements and licensing laws. Participants will gain comprehensive insights into the components, negotiation strategies, and enforcement of franchise agreements while understanding various licensing laws that impact business operations.

## Objectives

- Understand the core components of franchise agreements.
- Recognize the legal requirements and implications of licensing.
- Develop strategies for negotiating franchise terms and conditions.
- Analyze case studies to identify best practices and pitfalls.
- Gain skills to draft and assess franchise and licensing documents effectively.

## Course Outlines

### Day 1: Introduction to Franchise Agreements

- Definition and Overview of Franchising
- History and Evolution of Franchise Law
- Types of Franchise Agreements
- Roles and Responsibilities of Franchisors and Franchisees
- International Franchising: Considerations and Challenges

### Day 2: Key Components of a Franchise Agreement

- Essential Elements of a Franchise Agreement
- The Franchise Disclosure Document (FDD)
- Termination, Renewal, and Transfer Clauses
- Intellectual Property and Brand Protection
- Dispute Resolution Mechanisms

### Day 3: Licensing Law Essentials

- Understanding Licensing in Business
- Types of Licenses: Product, Brand, and Technology
- Key Legal Considerations in Licensing Agreements
- Compliance with Licensing Regulations
- Case Studies: Successful Licensing Strategies

### Day 4: Negotiating Franchise and Licensing Agreements

- Preparation and Planning for Negotiations
- Identifying Key Terms and Conditions
- Negotiation Tactics and Techniques
- Balancing Franchisor and Franchisee Interests
- Overcoming Common Challenges in Negotiations

## **Day 5: Drafting and Enforcement**

- Drafting Clear and Enforceable Agreements
- Common Drafting Mistakes to Avoid
- Understanding Enforcement Mechanisms
- Litigation and Arbitration in Franchise Disputes
- Evaluating Legal Risks and Mitigation Strategies