

Basic Franchise Contract Outline

Sample Outline for Small Businesses

1. Parties

1. **Franchisor:** [Legal Name], [Address]
2. **Franchisee:** [Legal Name], [Address]

2. Grant of Franchise

- Description of Franchise Business
- Territory / Location
- Term and Renewal Conditions

3. Franchise Fees

- Initial Franchise Fee
- Royalty Fees (% of gross sales)
- Other Ongoing Fees

4. Obligations of the Franchisor

- Training and Support
- Brand Guidelines
- Provision of Products/Services

5. Obligations of the Franchisee

- Operational Standards
- Quality Assurance
- Payment of Fees
- Reporting Requirements

6. Intellectual Property

- Use of Trademarks and Logos
- Protection of Confidential Information

7. Marketing and Advertising

- Local and National Marketing Contributions
- Approval of Advertising Materials

8. Termination

- Grounds for Termination
- Procedure upon Termination
- Post-Termination Restrictions

9. Dispute Resolution

- Mediation / Arbitration
- Jurisdiction

10. Miscellaneous

- Governing Law
- Entire Agreement

- Amendments
- Notices

Franchisor Franchisee

Date: _____