Example of a Franchise Agreement: Dunkin Donuts

1. Parties specified (franchisee and franchisor)

2. Introduction (some basic definitions)

3. Initial services provided to franchisee

4. Continuing services provided to franchisee

5. Initial franchise fee; refund policy

6. Store opening and assistance

7. Continuing franchise fees

8. Advertising payments by franchisee and advertising rules

9. Store maintenance issues (cleaning, inspections, etc.)

10. Store staffing

11. Worker training programs and costs

12. Reporting and record keeping by franchisee

13. Insurance issues

14. Real estate issues and store remodeling

15. Compliance with agreement by franchisee

16. Rights of the franchisor (Dunkin Donuts)

17. Trademarks and their ownership and use

18. Restrictions on franchisee’s activities

19. Default by franchisee and resolution

20. Termination of franchisee

21. Franchise transfers (sales, fees, death of franchisee) and refusal rights

22. Various legal issues in the jurisdiction