

Franchise Relationship Under South African Law, The

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About this Publication:

The Franchise Relationship under South African Law focuses on the unique relationship between a franchisor and its franchisees with particular reference to the applicable laws. Franchisees are now included as consumers under the Consumer Protection Act, 2008. This Act is the first South African statute to refer directly to franchising. It will have a significant impact on the development of the law as it relates to franchising, which is an important form of economic activity in South Africa.

The franchise relationship is often treated as a normal commercial relationship which means that there is huge potential for disputes. Finding appropriate solutions can be difficult. This book helpfully draws together the legal principles which apply to the franchise relationship.

Contents Include:

- Introduction
- What is franchising?
- Commercial considerations
- The franchise relationship
- The regulation of franchising
- A Bill of Rights for franchisees
- The franchise contract
- Misrepresentation and non-disclosure
- The end of the relationship
- Dispute resolution
- Franchising and intellectual property law
- Know-how: confidential information and trade secrets
- Trademarks
- Copyright
- Franchising and competition law
- The way forward

Of Interest and Benefit to:

- Legal practitioners specialising in franchise
- Anyone entering into a franchise agreement
- Lecturers teaching special contract