

Advising Clients in
Distribution, Franchise and Joint
Venture Relationships:
Evaluating Alternative Methods

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HALE AND DORR LLP

RESPONSIBILITY DECREASES
PORTION OF "UP-SIDE" DECREASES
NEED FOR FINANCING DECREASES

**DO IT
YOURSELF**

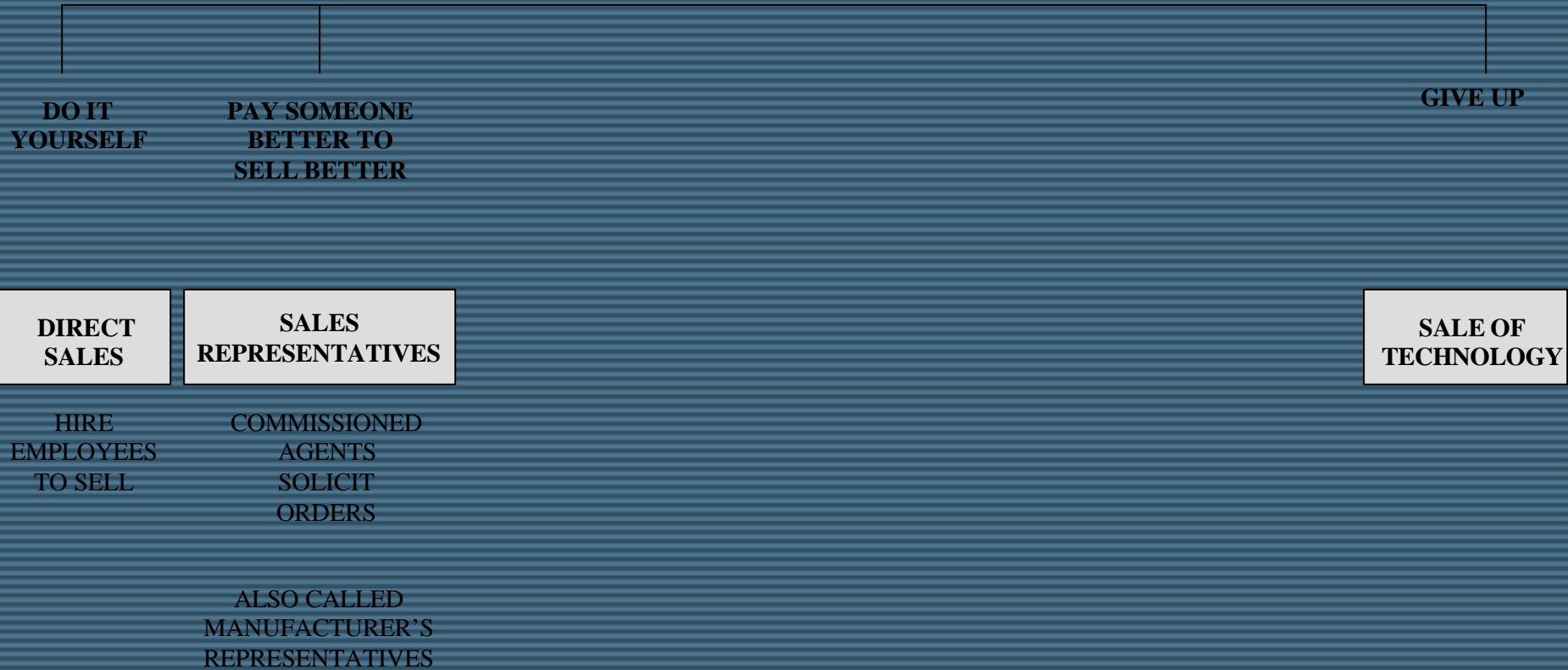
GIVE UP

**DIRECT
SALES**

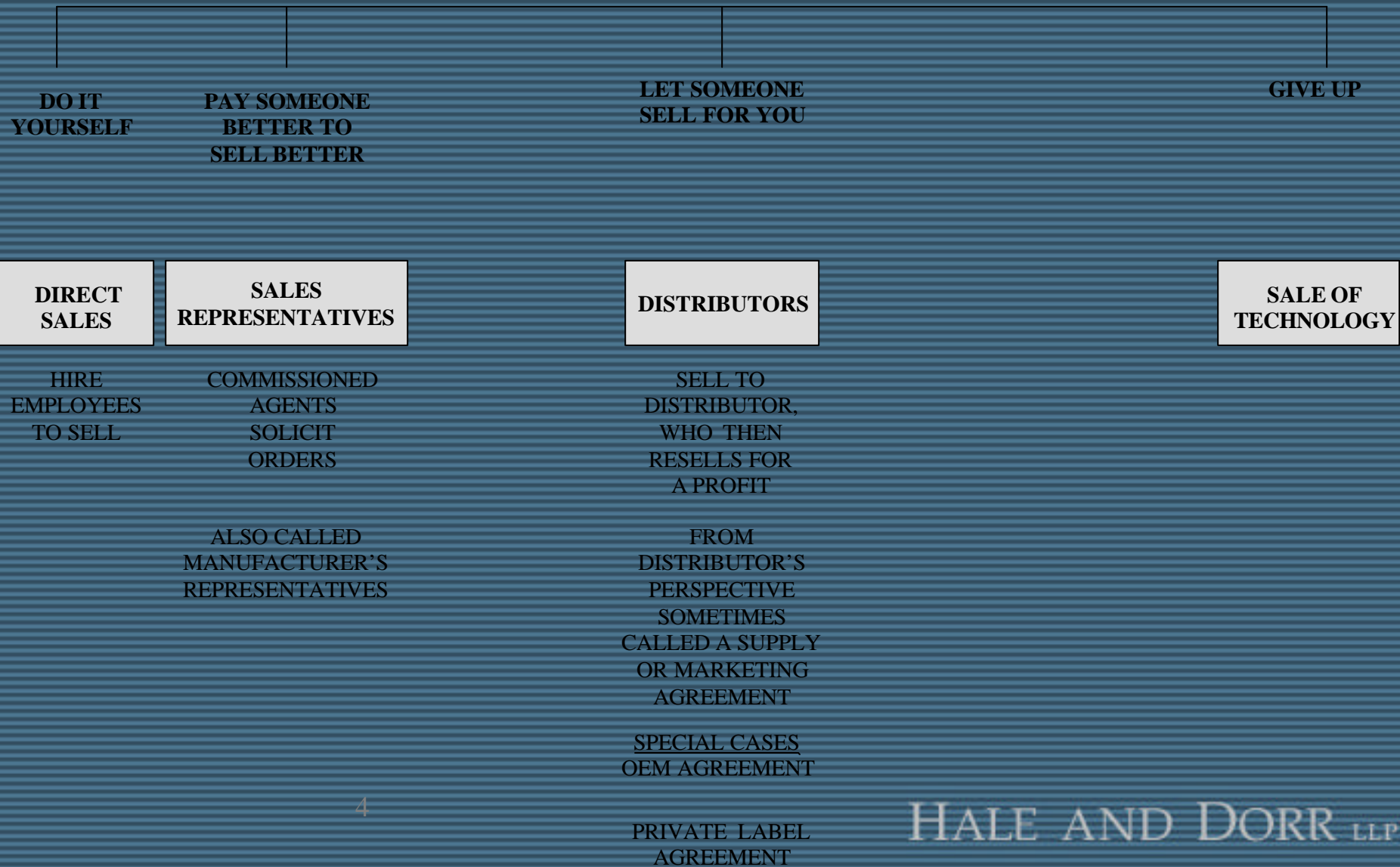
HIRE
EMPLOYEES
TO SELL

**SALE OF
TECHNOLOGY**

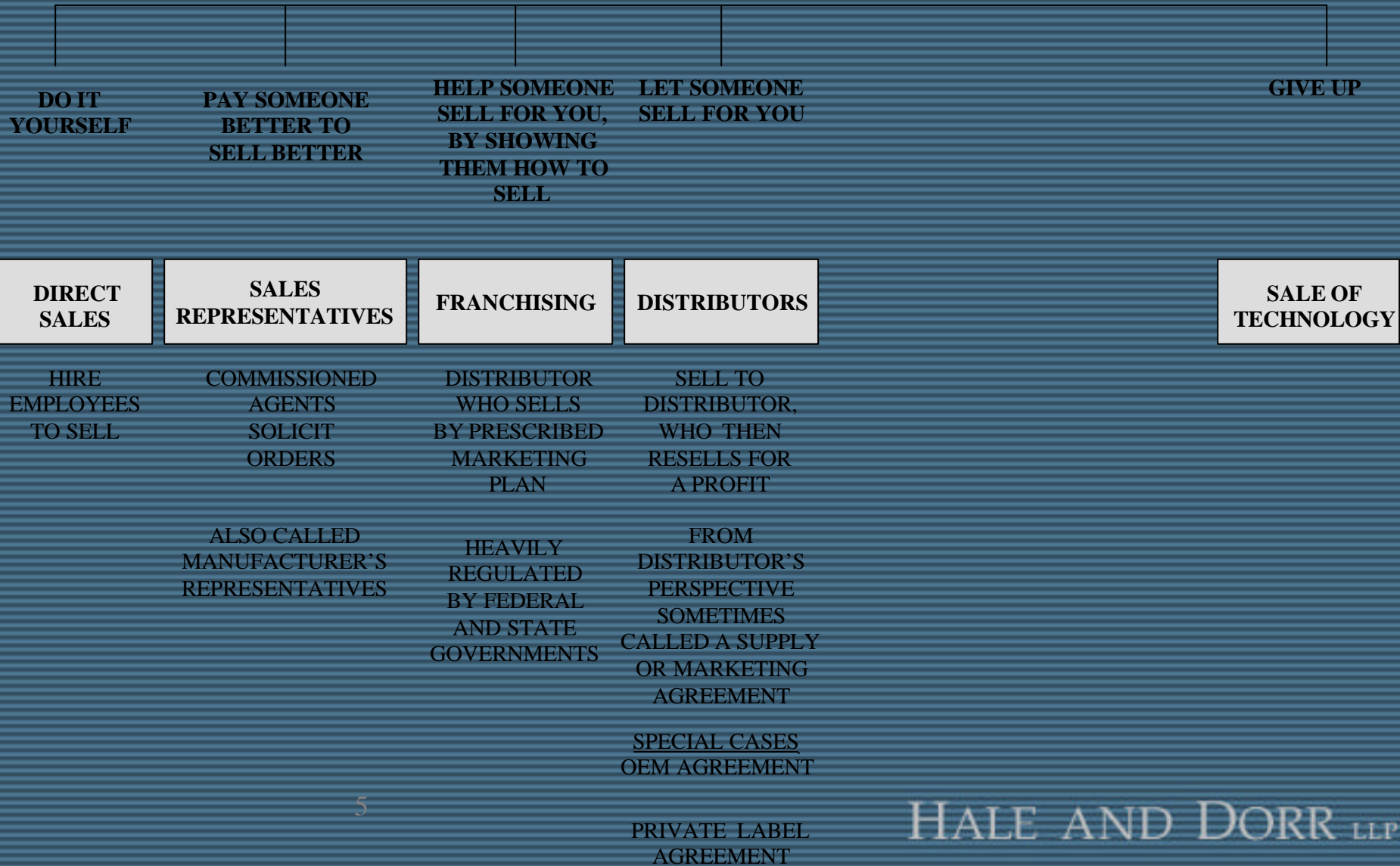
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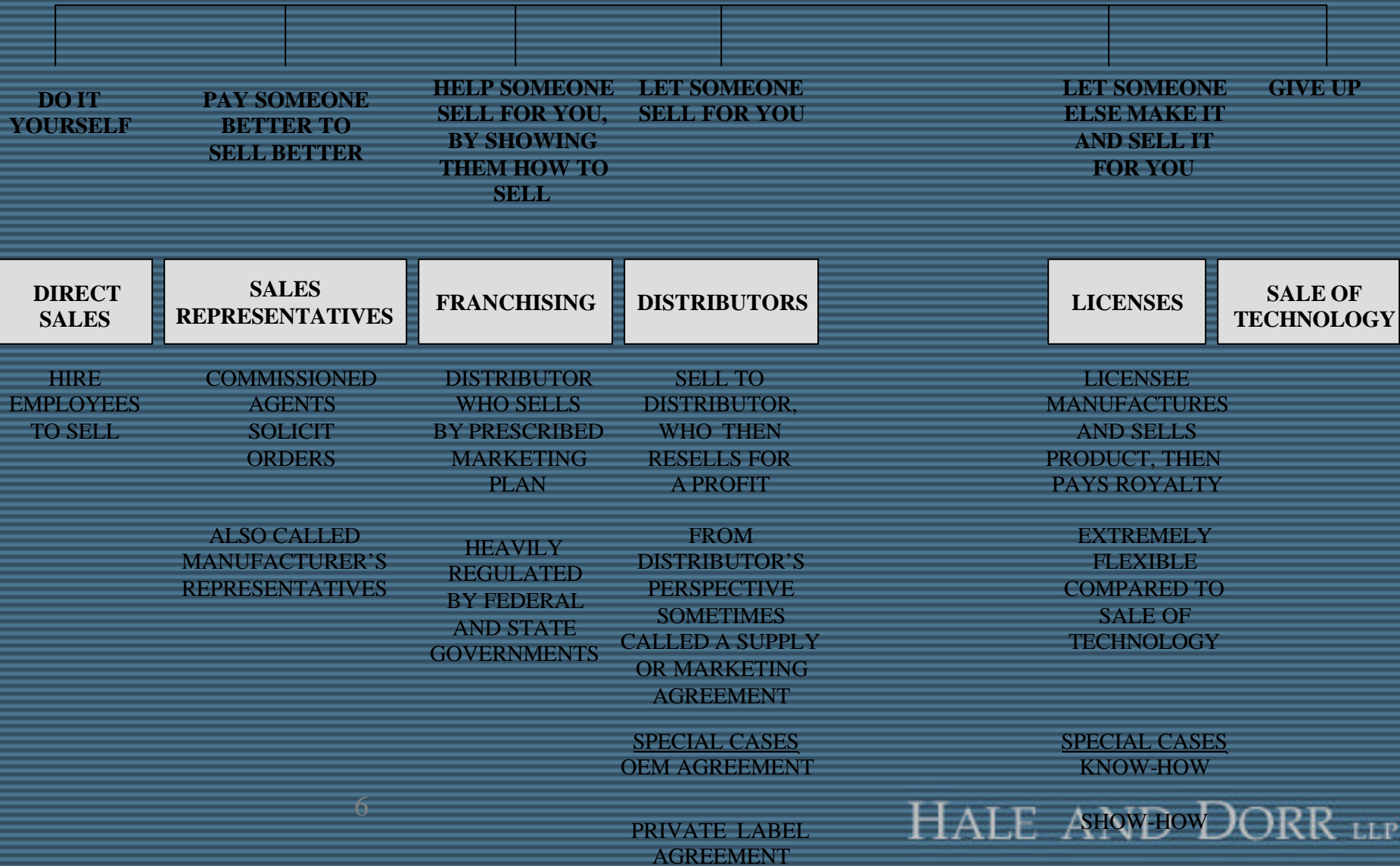
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RESPONSIBILITY DECREASES
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NEED FOR FINANCING DECREASES

DO IT YOURSELF	PAY SOMEONE BETTER TO SELL BETTER	HELP SOMEONE SELL FOR YOU, BY SHOWING THEM HOW TO SELL	LET SOMEONE SELL FOR YOU	LET SOMEONE ELSE MAKE IT AND SELL IT FOR YOU, BUT OWN PART OF THAT SOMEONE	LET SOMEONE ELSE MAKE IT AND SELL IT FOR YOU	GIVE UP
DIRECT SALES	SALES REPRESENTATIVES	FRANCHISING	DISTRIBUTORS	JOINT VENTURE	LICENSES	SALE OF TECHNOLOGY
HIRE EMPLOYEES TO SELL	COMMISSIONED AGENTS SOLICIT ORDERS	DISTRIBUTOR WHO SELLS BY PRESCRIBED MARKETING PLAN	SELL TO DISTRIBUTOR, WHO THEN RESELLS FOR A PROFIT	LICENSEE IS JOINTLY OWNED BY LICENSOR AND A THIRD PARTY	LICENSEE MANUFACTURES AND SELLS PRODUCT, THEN PAYS ROYALTY	
	ALSO CALLED MANUFACTURER’S REPRESENTATIVES	HEAVILY REGULATED BY FEDERAL AND STATE GOVERNMENTS	FROM DISTRIBUTOR’S PERSPECTIVE, SOMETIMES CALLED A SUPPLY OR MARKETING AGREEMENT	CAN TAKE THE FORM OF A CORPORATION, PARTNERSHIP, LLC OR OTHER ENTITY	EXTREMELY FLEXIBLE, COMPARED TO SALE OF TECHNOLOGY	
	COVERED BY 35 STATE STATUTES		SPECIAL CASES OEM AGREEMENT	SPECIAL CASES TEAMING AGREEMENTS	SPECIAL CASES KNOW-HOW	
			PRIVATE LABEL AGREEMENT	SHOW-HOW		

For Further Questions:

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