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Offit Kurman Attorneys Featured in Global Franchise Magazine on Expanding U.S. Brands Overseas

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Offit Kurman attorneys Thomas Pitegoff and Raymond Agran share practical strategies on taking U.S. franchise brands global in the latest issue of *Global Franchise* magazine. Their article, "Expanding Franchises Beyond U.S. Borders," covers the key strategies and challenges franchisors face when entering international markets.

With the growing demand for American brands worldwide, many franchisors are looking to expand abroad. Tom and Raymond highlight essential steps, from choosing the right local partners to securing trademark protection and ensuring the brand's success overseas. They also explore different business models, including master franchising and joint ventures, that help U.S. brands gain a strong foothold in new markets.

[Read the full article here.](#)

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