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**SUPER LAWYERS**



**Fisher Zucker LLC**

Jeffrey  
Zucker

Lane  
Fisher

## JUDGE US BY THE COMPANY WE KEEP.

**F**isher Zucker LLC is a full-service law firm providing advice to business clients on franchising, distribution and licensing matters. With offices in Pennsylvania, New Jersey and Georgia, the firm maintains a national presence, representing some of the nation's largest franchisors while providing the personal attention, efficiency and cost-consciousness available only in a boutique practice. It has extensive experience in pre-litigation counseling, litigation, arbitration and mediation in trademark infringement, non-compete, antitrust, collections, underreporting, encroachment and other commercial claims. The firm helps start-up franchisors create business systems and develop legal contracts.

**CONCENTRATION:** Franchise and Distribution, Trademark Registration and Licensing, Business Transactions, Business Litigation, Mergers and Acquisitions, Dispute Resolution, Training Programs, Real Estate, Bankruptcy, Corporate and Bank Transactions.

**THE BENEFITS OF FOCUS:** "Because we concentrate almost exclusively on franchise and distribution work, we have a depth of experience that's hard to match," says founding partner Lane Fisher, who has an MBA in International Business. In business transactions, the firm helps clients overcome obstacles and close deals. Fisher Zucker attorneys draft clear, no-nonsense, plain-English contracts, which clearly define each party's rights and obligations. In litigation, it provides tactical and strategic legal advice calculated to accomplish the desired business result, from the earliest stage of the case. As an active member of the trade association, a prolific writer and speaker on

franchise issues, and a national commentator on franchise issues for various media, Fisher stays well informed on franchise legal and business developments.

**EFFECTIVE REPRESENTATION:** Clients appreciate the firm's depth of experience, attention to detail and aggressive approach to problem solving. "We're accessible to our clients and we work hard to resolve their business challenges in an efficient and effective manner," explains founding partner Jeffrey Zucker. As a former accountant, Zucker is very sensitive to billing issues: "Before we send a bill, we review the time spent in relation to the task to make sure we provided value."

**PERSONAL ATTENTION:** Zucker manages the 9 attorney firm, and spends most of his time litigating significant issues on behalf of the firm's franchise and business clients. Fisher Zucker gives its clients the personal attention and turnaround time required to get things done. "We personally oversee each project to completion," says Fisher, "with the assistance of experience-appropriate attorneys and support staff members."

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