

1 HB352  
2 196923-5  
3 By Representative Rowe  
4 RFD: Commerce and Small Business  
5 First Read: 04-APR-19

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8 SYNOPSIS: This bill creates the Protect Alabama Small  
9 Businesses Act.

10 This bill would regulate the conduct of  
11 franchisors and their representatives in an effort  
12 to prevent fraud, unfair business practices, unfair  
13 methods of competition, impositions, and other  
14 abuses upon franchisees in the state.

15 This bill would address requirements for the  
16 sale, transfer, or assignment of franchises, and  
17 for the mandatory repurchase by a franchisor of a  
18 franchise or an interest in a franchise, and for  
19 the repurchase of certain assets, including  
20 inventory, supplies, equipment, goodwill, and  
21 furnishings, upon termination, nonrenewal, or  
22 expiration of a franchise, except where the  
23 termination or nonrenewal is for good cause.

24 This bill would require the compensation of  
25 a franchisee for the fair market value of the  
26 business upon termination or nonrenewal without  
27 good cause by the franchisor of the franchise.

1                   This bill would provide that all franchise  
2 agreements are subject to this act.

3                   Amendment 621 of the Constitution of Alabama  
4 of 1901, now appearing as Section 111.05 of the  
5 Official Recompilation of the Constitution of  
6 Alabama of 1901, as amended, prohibits a general  
7 law whose purpose or effect would be to require a  
8 new or increased expenditure of local funds from  
9 becoming effective with regard to a local  
10 governmental entity without enactment by a 2/3 vote  
11 unless: it comes within one of a number of  
12 specified exceptions; it is approved by the  
13 affected entity; or the Legislature appropriates  
14 funds, or provides a local source of revenue, to  
15 the entity for the purpose.

16                   The purpose or effect of this bill would be  
17 to require a new or increased expenditure of local  
18 funds within the meaning of the amendment. However,  
19 the bill does not require approval of a local  
20 governmental entity or enactment by a 2/3 vote to  
21 become effective because it comes within one of the  
22 specified exceptions contained in the amendment.

23  
24                   A BILL  
25                   TO BE ENTITLED  
26                   AN ACT  
27

1           To create the Protect Alabama Small Businesses Act;  
2           to provide legislative intent; to regulate the conduct of  
3           franchisors and their representatives to prevent fraud, unfair  
4           business practices, unfair methods of competition,  
5           impositions, and other abuses upon franchisees in the state;  
6           to address requirements for the sale, transfer, or assignment  
7           of franchises, and for the mandatory repurchase by a  
8           franchisor of a franchise or an interest in a franchise, and  
9           for the repurchase of certain assets, including inventory,  
10          supplies, equipment, goodwill, and furnishings, upon  
11          termination, nonrenewal, or expiration of a franchise; to  
12          require the compensation of a franchisee for the fair market  
13          value of the business upon termination or nonrenewal without  
14          good cause by the franchisor of the franchise; to provide that  
15          all franchise agreements are subject to this act; and in  
16          connection therewith to have as its purpose or effect the  
17          requirement of a new or increased expenditure of local funds  
18          within the meaning of Amendment 621 of the Constitution of  
19          Alabama of 1901, now appearing as Section 111.05 of the  
20          Official Recompilation of the Constitution of Alabama of 1901,  
21          as amended.

22          BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

23                 Section 1. This act shall be known and may be cited  
24                 as the Protect Alabama Small Businesses Act.

25                 Section 2. (a) The Legislature finds and declares  
26                 that the welfare of franchisees, including the success and  
27                 failure of their franchise businesses, greatly affects the

1 general economy of this state, the public interest, and the  
2 public welfare. The intent of the Legislature is to promote  
3 fair business relations between franchisees and franchisors  
4 and to protect franchisees against unfair treatment by  
5 franchisors. Therefore, it is necessary to regulate the  
6 conduct of franchisors and their representatives in order to  
7 prevent fraud, unfair business practices, unfair methods of  
8 competition, impositions, and other abuses upon franchisees in  
9 this state.

10 (b) In order to promote the intention and policies  
11 in this section, this act shall be liberally construed.

12 Section 3. For the purposes of this act, the  
13 following terms shall have the following meanings:

14 (1) AFFILIATE. A person controlling, controlled by,  
15 or under common control with another person or, in the case of  
16 a business entity, the officer, director, or other person in  
17 control of the activities of the business entity.

18 (2) AREA FRANCHISE. A contract or agreement,  
19 expressed or implied, written or oral, regardless of whether  
20 the contract or agreement is designated as a franchise,  
21 permit, license, resolution, contract, certificate, agreement,  
22 or otherwise, between a franchisor and another person through  
23 which that person is granted the right, for consideration in  
24 whole or in part, to do any of the following:

25 a. Sell or negotiate the sale of a franchise in the  
26 name or on behalf of the franchisor.

1           b. Become an area developer and develop a franchise  
2 for the benefit of that person or affiliates of that person.

3           (3) AREA FRANCHISEE. The owner of an area franchise.

4           (4) FRANCHISE or FRANCHISE AGREEMENT.

5           a. A contract or agreement, expressed or implied,  
6 written or oral, regardless of whether the contract or  
7 agreement is designated as a franchise, permit, license,  
8 resolution, contract, certificate, agreement, or otherwise,  
9 for a definite or indefinite time, between two or more persons  
10 for which all of the following are provided:

11           1. A franchisee is granted the right to engage in  
12 the business of offering, selling, or distributing goods or  
13 services under a marketing plan or system prescribed in  
14 substantial part by a franchisor.

15           2. The operation of the franchise business pursuant  
16 to that marketing plan or system is substantially associated  
17 with the trademark, service mark, trade name, logotype,  
18 advertising, or other commercial symbol of the franchisor  
19 designating the franchisor or its affiliate.

20           3. The franchisee is required to provide, directly  
21 or indirectly, a franchise fee.

22           b. The term franchise or franchise agreement  
23 includes an area franchise.

24           (5) FRANCHISE BUSINESS. A business unit that is  
25 owned or operated by a franchisee and that is subject to a  
26 marketing plan or system prescribed by the franchise.

1           (6) FRANCHISE FEE. A fee, charge, or the provision  
2 of a service, the value of which is greater than one hundred  
3 dollars (\$100) annually which a franchisee agrees to pay or  
4 provide, directly or indirectly, to or for the benefit of the  
5 franchisor for the right to enter into or continue a franchise  
6 including, but not limited to, a payment for goods or  
7 provision of services. A fee or charge that a franchisee pays  
8 or agrees to pay the franchisor for goods at a bona fide  
9 wholesale price, if no obligation is imposed upon the  
10 franchisee to purchase or pay for a quantity of goods in  
11 excess of that which a reasonable person normally would  
12 purchase by way of a starting inventory or supply or to  
13 maintain an ongoing inventory or supply, is not considered a  
14 franchise fee.

15           (7) FRANCHISEE. A person to whom a franchise is  
16 offered or granted.

17           (8) FRANCHISOR. A person who grants a franchise to a  
18 franchisee.

19           (9) FRAUD. Actual fraud or constructive fraud as  
20 normally defined, in addition to the following:

21           a. A misrepresentation in any manner, whether  
22 intentionally false or arising from negligence, of a material  
23 fact.

24           b. A promise or representation not made honestly and  
25 in good faith.

26           c. An intentional failure to disclose a material  
27 fact.

1 d. Any artifice employed to deceive another.

2 (10) PERSON. A natural person, corporation, limited  
3 liability company, association, partnership, trust, or other  
4 business entity and, in the case of a business entity, any  
5 other affiliate of that business entity.

6 (11) SALE. The issuance, transfer, agreement for  
7 transfer, exchange, pledge, hypothecation, or mortgage in any  
8 manner or form, whether by transfer in trust or otherwise, of  
9 any goods or interest therein, or of any franchise related  
10 thereto, for a consideration, and any option, subscription or  
11 other contract, or solicitation, looking to a sale, or offer  
12 or attempt to sell in any form, whether in written or oral  
13 form, for a consideration.

14 Section 4. (a) Except as otherwise provided in this  
15 act, a franchisor may not terminate or refuse to renew a  
16 franchise except for good cause. The termination or nonrenewal  
17 of a franchise without good cause constitutes an unfair  
18 termination. Except as otherwise provided in subsection (b),  
19 good cause is limited to the failure of the franchisee to  
20 substantially comply with a provision of the franchise  
21 agreement, which is both reasonable and of material  
22 significance to the franchise, after receiving written notice  
23 of the failure to comply and being given a reasonable  
24 opportunity of not less than 90 days after the date of the  
25 notice of noncompliance to cure the failure. If the franchisee  
26 cures the failure within the time given to cure, the  
27 termination notice is void and unenforceable.



1 (b) A franchisor may give to a franchisee an  
2 immediate notice of termination without an opportunity to cure  
3 if, during the period in which the franchise is in effect, any  
4 one of the following events relevant to the franchise occurs:

5 (1) The franchisee has been judicially determined to  
6 be insolvent, has had all or a substantial part of its assets  
7 assigned to or for the benefit of any creditor, or has  
8 admitted its inability to pay its debts as they come due,  
9 which materially affects the ability of the franchisee to  
10 remain in business.

11 (2) The franchisee abandons, by failing to operate,  
12 the franchise business for 60 consecutive days during which,  
13 under the terms of the franchise, the franchisee is required  
14 to operate the franchise business unless such failure to  
15 operate is due to an act of God; a work stoppage; a strike or  
16 labor difficulty; a fire, flood, hurricane, or sinkhole; or  
17 other causes beyond the control of the franchisee.

18 (3) The franchisor and franchisee agree in writing  
19 to terminate the franchise.

20 (4) The franchisee fails, for a period of 60 days  
21 after a notice of noncompliance, to comply with any federal,  
22 state, or local law or rule including, but not limited to, any  
23 health, safety, building, and labor law or rule applicable to  
24 the operation of the franchise.

25 (5) Insolvency of the franchisee, the filing of any  
26 petition by or against the franchisee under any bankruptcy or  
27 receivership law, or the assignment for the benefit of

1 creditors or dissolution or liquidation of the franchisee  
2 which materially affects the ability of the franchisee to  
3 remain in business.

4 (6) The franchisee is convicted of a felony that  
5 significantly, directly, and adversely affects the operation  
6 of the franchise business.

7 (7) The franchisor makes a reasonable determination  
8 that continued operation of the franchise business by the  
9 franchisee will result in imminent and substantial danger to  
10 public health or safety.

11 Section 5. A franchise agreement, regardless of its  
12 stated term of years, is deemed to be continuing unless either  
13 of the following occur:

14 (1) Termination of the franchise agreement is  
15 authorized under Section 4.

16 (2) The franchisor completely withdraws from  
17 directly or indirectly distributing its products or services  
18 in the geographic market then being served by the franchisee,  
19 provided that in any such instance in which the franchisor  
20 subsequently reintroduces its products or services into the  
21 same geographic market the franchisee may resume the franchise  
22 and the terms and conditions of the agreement between the  
23 franchisee and franchisor shall continue in full force and  
24 effect.

25 Section 6. (a) A franchisor may not deny the  
26 surviving spouse, heir, or estate of a deceased franchisee or  
27 of the person controlling a majority interest in the

1 franchisee the opportunity to participate in the ownership of  
2 the franchise or franchise business under a valid franchise  
3 agreement.

4 (b) A franchisor may not deny the assignment of the  
5 franchise agreement, upon the death of the franchisee or  
6 person controlling a majority interest in the franchisee, to  
7 any other person who meets all of the existing  
8 nondiscriminatory, material, and reasonable qualifications for  
9 a purchaser of a franchise.

10 (c) (1) A franchisee may sell, transfer, or assign a  
11 franchise, all or substantially all of the assets of the  
12 franchise business, or an interest in the franchisee with the  
13 prior written consent of the franchisor. The consent of the  
14 franchisor may not be withheld unless the purchaser,  
15 transferee, or assignee does not meet the qualifications for  
16 new or renewing franchisees described in subdivision (2) or  
17 the franchisee and the purchaser, transferee, or assignee fail  
18 to comply with other reasonable and material transfer  
19 conditions specified in the franchise agreement.

20 (2) A franchisor may not prevent a franchisee from  
21 selling, transferring, or assigning a franchise, all or  
22 substantially all of the assets of the franchise business,  
23 including the assignment of the rights of the franchisee under  
24 the agreement, or an interest in the franchisee to another  
25 person or entity if the purchaser meets the nondiscriminatory,  
26 material, and reasonable qualifications of the franchisor for  
27 the approval of new or renewing franchises in effect at the

1 time the franchisor receives notice of the proposed sale,  
2 transfer, or assignment.

3 (d) (1) To invoke the protections under this section,  
4 a franchisee shall provide the franchisor with prior written  
5 notice of its intent to sell, transfer, or assign the  
6 franchise, all or substantially all of the assets of the  
7 franchise business, or an interest in the franchisee.

8 (2) The franchisor, within 60 days after receipt of  
9 all of the written notice or any shorter period required by  
10 the franchise agreement, shall notify the franchisee of the  
11 approval or disapproval of the proposed sale, transfer, or  
12 assignment. If the proposed sale, transfer, or assignment is  
13 disapproved, the franchisor shall include in the notice of  
14 disapproval a statement specifying the reasons for the  
15 disapproval. A proposed sale, transfer, or assignment is  
16 deemed approved unless disapproved by the franchisor in the  
17 manner provided in this subdivision. The reasonableness of the  
18 decision of the franchisor shall be a question of fact  
19 requiring consideration of all existing circumstances.

20 (e) Nothing in this section shall prohibit a  
21 franchisor from exercising its contractual right of first  
22 refusal to purchase a franchise, all or substantially all of  
23 the assets of a franchise business, or an interest in a  
24 franchisee.

25 Section 7. (a) (1) A franchisee shall have the  
26 opportunity to monetize any equity that the franchisee may  
27 have developed in the franchise business before the effective

1 date of any termination or nonrenewal without good cause, or  
2 expiration of the franchise agreement pursuant to this act.  
3 Therefore, upon termination or nonrenewal without good cause,  
4 or expiration of a franchise agreement, a franchisor shall  
5 repurchase at fair market value the inventory, supplies,  
6 goods, fixtures, equipment, and furnishings of the franchise  
7 business. The franchisor shall also either purchase the  
8 goodwill of the franchise business or waive any and all  
9 noncompete obligations of the franchisee so that the  
10 franchisee, at its option, may continue in business.

11 (2) This section does not apply if the franchisee  
12 declines a bona fide offer of renewal from the franchisor  
13 which is consistent with the franchise agreement between the  
14 franchisor and franchisee, provided the terms of the renewal  
15 are not in violation of this act.

16 (3) This section does not apply if the franchisor  
17 and franchisee agree in writing within 30 days before the  
18 termination, nonrenewal, or expiration of the franchise to  
19 terminate or not renew the franchise, or to allow the  
20 franchise to expire.

21 (4) This section does not apply to inventory,  
22 supplies, goods, fixtures, equipment, or furnishings sold by  
23 the franchisee between the date of the notice of termination,  
24 nonrenewal, or expiration and the date the franchisee ceases  
25 to operate the franchise business pursuant to a termination,  
26 nonrenewal, or expiration.

1           (b) If a franchisor fails or refuses to repurchase  
2 any inventory, supplies, goods, fixtures, equipment, goodwill,  
3 or furnishings required to be repurchased under subsection (a)  
4 within 60 days after the termination, nonrenewal, or  
5 expiration of a franchise, the franchisor is civilly liable  
6 for the entire value of the inventory, supplies, goods,  
7 fixtures, equipment, goodwill, and furnishings required to be  
8 repurchased under subsection (a), plus the reasonable attorney  
9 fees of the franchisee, court costs, and interest on the  
10 inventory, supplies, goods, fixtures, equipment, goodwill, and  
11 furnishings computed at the legal interest rate provided in  
12 Section 8-8-10, Code of Alabama 1975, from the 61st day after  
13 termination.

14           Section 8. The following rights and prohibitions  
15 govern the relations between a franchisor or subfranchisor and  
16 its franchisee:

17           (1) The parties shall deal with each other in good  
18 faith and in a commercially reasonable manner.

19           (2) A person, during the selling or establishing of  
20 a franchise, may not intentionally misrepresent or fail to  
21 disclose any of the following:

22           a. The prospects or chances for success of the  
23 proposed or existing franchise.

24           b. The known required total investment for such  
25 franchise.

1           c. Any effort to sell or establish more franchises  
2 than is reasonable to expect the market or market area for the  
3 particular franchise to sustain.

4           (3) It is prohibited and deemed an unfair and  
5 deceptive act or practice, or an unfair method of competition,  
6 and a violation of this section for a franchisor or  
7 subfranchisor, or an officer, agent, employee, or other  
8 representative thereof, to directly or indirectly do any of  
9 the following:

10           a. Terminate or fail to renew a franchise agreement  
11 in violation of this act.

12           b. Allow a franchise agreement to expire without  
13 complying with this act.

14           c. Prevent a sale, transfer, or assignment of a  
15 franchise in violation of Section 6.

16           d. Fail to repurchase inventory, supplies, goods,  
17 fixtures, equipment, goodwill, and furnishings in violation of  
18 Section 7.

19           e. Violate the Deceptive Trade Practices Act in  
20 connection with its business as a franchisor, or an officer,  
21 agent, or other representative thereof.

22           f. Require a franchisee by any means directly to  
23 participate in or contribute to any local or national  
24 advertising fund controlled directly or indirectly by a  
25 franchisor or resort to or use false or misleading advertising  
26 in connection with its business as a franchisor, or an  
27 officer, agent, or other representative thereof.

1           g. Without prior written disclosure to a franchisee,  
2 obtain vendor rebates, kickbacks, or other similar payments  
3 from another person with whom the franchisee does business or  
4 employs on account of or in relation to the transactions  
5 between the franchisee, the franchisor, and the other person.

6           h. Require a franchisee to assent to a release,  
7 assignment, novation, waiver, or estoppel that would relieve  
8 any person from liability imposed under this act including,  
9 but not limited to, through the use of a disclaimer or  
10 checklist designed to avoid a protection or to limit damages  
11 under this act.

12           i. Require a franchisee to assent to the use of a  
13 choice of law provision by selecting the law of a different  
14 state to govern the relationship of the parties.

15           j. Restrict or inhibit, directly or indirectly, the  
16 right of a franchisee to join a franchisee association or the  
17 free association for any lawful purpose among franchisees.

18           k. Impose upon a franchisee, by contract or rule,  
19 written or oral, any unreasonable standard of conduct.

20           l. Require a franchisee to waive its rights to a  
21 jury trial or waive any procedure or remedy otherwise  
22 available in this state; however, a binding arbitration clause  
23 is enforceable if it complies with Section 11.

24           m. Impose upon a franchisee, by contract or rule,  
25 written or oral, any unreasonable or overbroad noncompetition  
26 agreement. If a judge or jury finds that a noncompetititon



1 agreement is in violation of state law, the entire  
2 noncompetition agreement is void and unenforceable.

3 (4) A person who executes or carries out a scheme,  
4 plan, or organization that violates any provision of this  
5 section, if knowledge or intent is proved, commits a Class C  
6 misdemeanor, punishable as provided by law.

7 (5) A person who shows in a civil court of law a  
8 violation of this section is entitled to the remedies in  
9 Section 12.

10 (6) The Attorney General may sue on behalf of the  
11 people of this state for injunctive relief against any  
12 franchisor plan or activity that is in violation of this act.

13 Section 9. A franchise agreement or other contract,  
14 a part thereof, or practice thereunder which is in violation  
15 of this act is deemed against public policy and is void and  
16 unenforceable. An aggrieved party may choose to seek to void  
17 only the portion of the agreement that is unenforceable and  
18 continue to enforce the remainder of the agreement.

19 Section 10. A provision in a franchise agreement  
20 restricting the venue to a forum outside of this state or  
21 selecting the law of any other state or jurisdiction other  
22 than Alabama is void with respect to any claim arising under  
23 or relating to a franchise agreement involving a franchisee  
24 that, at the time of signing, was a resident of this state or  
25 a business entity established in this state or involving a  
26 franchise business either operating or planning to be operated  
27 in this state.

1           Section 11. This act does not limit the right of a  
2 franchisor and franchisee to agree, before or after a dispute  
3 arises, to binding arbitration to settle a claim under this  
4 act if the standards applied and the remedies available in the  
5 arbitration are not less than the requirements specified in  
6 this act.

7           Section 12. (a) If a franchisor terminates a  
8 franchise agreement without good cause or otherwise in  
9 violation of this act, or fails to consent to a proper  
10 assignment of the franchise, or fails to renew a franchise, or  
11 allows a franchise to expire in violation of this act, the  
12 franchisee is entitled to receive from the franchisor the fair  
13 market value of the franchise business and franchise assets in  
14 addition to any other damages caused by the violation.

15           (b) In addition to any relief specified in this act,  
16 any person aggrieved or injured in his or her business or  
17 property by any violation of this act may bring an action in  
18 the appropriate state or federal court of this state and shall  
19 recover the damages sustained and the costs of such action,  
20 including reasonable attorney fees. Every cause of action  
21 under this act shall survive the death of the franchisee.

22           (c) Without regard and in addition to any other  
23 remedy or relief to which a person is entitled, any person  
24 aggrieved by a violation of this act may bring an action to  
25 obtain a declaratory judgment stating that an action or a  
26 practice violates these sections and may obtain injunctive  
27 relief enjoining a franchisor that has violated, is violating,

1 or is otherwise likely to violate these sections from  
2 committing the violation.

3 (d) In an action for monetary damages, if a judge or  
4 jury finds that the franchisor acted maliciously, or in a  
5 manner not otherwise authorized by state law, the judge or  
6 jury may award punitive damages as authorized by state law.

7 (e) The Attorney General may bring an action for  
8 injunctive relief or other appropriate civil relief for a  
9 violation of this act.

10 (f) The remedies provided in this section are in  
11 addition to any other remedies provided by law or in equity  
12 including, but not limited to, the Deceptive Trade Practices  
13 Act.

14 Section 13. (a) Any person or franchisor who engages  
15 directly or indirectly in an agreement or contract within this  
16 state in connection with a franchise, or any franchise whose  
17 franchisee is a resident of this state or is domiciled in this  
18 state or whose franchise business is, has been, or is intended  
19 to be operated in this state, is subject to this act and to  
20 the jurisdiction of the courts of this state, in accordance  
21 with the laws of this state, for violations of this act.

22 (b) This act applies to all of the following:

23 (1) Any written or oral agreement between a  
24 franchisor and a franchisee including, but not limited to, a  
25 franchise offering; a franchise agreement; a sale of goods,  
26 services, and advertising; a lease or mortgage of real or  
27 personal property; a promise to pay; a security interest; a

1 pledge; an insurance contract; an advertising contract; a  
2 construction or installation contract; a servicing contract;  
3 and any other agreement in which the franchisor has a direct  
4 or indirect interest.

5 (2) Any franchise entered into, renewed, amended, or  
6 revised prior to and after the effective date of this act,  
7 including any existing franchise of an indefinite duration  
8 which may be terminated by the franchisee or franchisor  
9 without cause.

10 (3) A successor to a franchisor that continues in  
11 business as a franchisor shall be bound by all terms and  
12 conditions of each franchise agreement of the franchisor in  
13 effect on the date of succession.

14 (c) This act is supplemental to, and does not  
15 preempt, local ordinances dealing with prohibited or unlawful  
16 conduct in the manufacturing, distribution, wholesaling,  
17 advertising, or sale of goods if such ordinances are not  
18 inconsistent with this act.

19 Section 14. This act may not be construed as  
20 amending or affecting any provision of the Motor Vehicle  
21 Franchise Act, Chapter 20, Title 8, Code of Alabama 1975, and  
22 the relationship between a motor vehicle dealer and a  
23 manufacturer or distributor, as defined in that act, shall be  
24 governed by that act. This act may not be construed as  
25 amending or affecting any provision of Chapter 9, Title 28,  
26 Code of Alabama 1975, and the relationship between wholesalers

1 and suppliers of beer, as defined in that chapter, shall be  
2 governed by that chapter.

3 Section 15. Although this bill would have as its  
4 purpose or effect the requirement of a new or increased  
5 expenditure of local funds, the bill is excluded from further  
6 requirements and application under Amendment 621, now  
7 appearing as Section 111.05 of the Official Recompilation of  
8 the Constitution of Alabama of 1901, as amended, because the  
9 bill defines a new crime or amends the definition of an  
10 existing crime.

11 Section 16. This act shall become effective on the  
12 first day of the third month following its passage and  
13 approval by the Governor, or its otherwise becoming law.