

Established in 1938, Snell & Wilmer has more than 450 attorneys in 15 locations in the United States and in Mexico.



**SNELL & WILMER PARTNER ELIZABETH M. WELDON CO-HOSTS  
AMERICAN BAR ASSOCIATION'S 43<sup>RD</sup> ANNUAL FORUM ON FRANCHISING**

**ORANGE COUNTY (October 30, 2020)** – Snell & Wilmer is pleased to announce California partner [Elizabeth M. Weldon](#) co-hosted the [American Bar Association](#)'s 43<sup>rd</sup> Annual Forum on Franchising, Franchising in Focus @ Home on October 27-30, 2020.

The mission of the Forum on Franchising is to be the preeminent forum for the study and discussion of the legal aspects of franchising. This year, due to the COVID-19 pandemic, Weldon, her co-host Gary Batenhorst and the Forum's planning committee made the decision to move forward with the annual event in a virtual format. The event offered workshops, plenaries, and intensive programs, along with virtual networking opportunities for the industry's leading professionals.



Elizabeth M. Weldon

"I am proud to be a part of the Forum on Franchising, Franchising in Focus 2020 @ Home," said Weldon. "We faced many challenges this year and our Forum community rose to the occasion by creating great programs and reaching out to each other virtually, making the event a success."

Weldon is a Certified Specialist in Franchise and Distribution Law, The State Bar of California, Board of Legal Specialization. She concentrates her practice on business litigation and franchise litigation. Weldon represents both large and small businesses and franchisors in commercial litigation matters, including breach of contract, tort, class action, business competition, franchise, trademark and trade dress claims.

Prior to taking a larger role in the Forum, Weldon has been invited to speak at events sponsored by the Forum or the International Franchise Association on multiple occasions. She has been published as a chapter author in *The Annotated Franchise Agreement* and as a co-author of *2018 Annual Developments* for the ABA Forum. In August 2020, Weldon was welcomed into the Fellows of the American Bar Association.

In the community, Weldon has been involved with Girls Incorporated® of Orange County for more than nine years, serving on the Board of Directors from 2011 to 2019 and as President of the board from 2016 to 2017. She was inducted into Franchise Times Legal Eagle Hall of Fame in 2020 after 10 consecutive years of recognition and has been included in the Best Lawyers in America®, Franchise Law (2016-2020) and the Southern California Super Lawyers - Rising Stars Edition, Franchise/Dealership, Business Litigation, Intellectual Property Litigation (2007-2016).

**About Snell & Wilmer**

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 450 attorneys practicing in 15 locations throughout the United States and in Mexico, including Los Angeles, Orange County and San Diego, California; Phoenix and Tucson, Arizona; Denver, Colorado; Washington, D.C.; Boise, Idaho; Las Vegas and Reno, Nevada; Albuquerque, New Mexico; Portland, Oregon; Salt Lake City, Utah; Seattle, Washington; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit [www.swlaw.com](http://www.swlaw.com).