

### Think Critically

1. List three payments typically paid by a franchisee to a franchisor.
2. List the five major advantages to a franchisor of franchising his or her business.
3. List the five major disadvantages to a franchisor of franchising his or her business.
4. What are the responsibilities of a brand licensee?
5. List the two major advantages to a brand licensor of licensing a brand.
6. List five potential problems for a brand licensor to licensing a brand.