



Max J. Schott, II

Shareholder

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Max J. Schott, II, is a shareholder in the Minneapolis office of Larkin Hoffman and Chair of the firm's Franchise Group. He represents franchisors, manufacturers, distributors, and suppliers in the areas of franchise and distribution law. His clients range from startups to nationally recognized companies with multiple brands. With a practice that has spanned over 30 years, Max has a unique understanding of the business challenges facing his clients. He assists and counsels them on issues of disclosure and registration, domestic and international program structuring, relationship matters, supply chain maintenance, advertising, licensing, and acquisitions.

Max was elected to the ABA Forum on Franchising's Governing Committee in November 2023, and began serving in this position and as the organization's Marketing Officer in August 2024. Prior to this, he held several positions with the ABA Forum on Franchising, including Editor-in-Chief of The Franchise Lawyer and a member of the Marketing Committee. Max frequently writes and speaks on franchise-related topics. He is a co-author of chapters on "Franchise Disclosure and Sales Compliance" in the ABA Forum on Franchising's Franchise Law Compliance Manual, Third Edition, and "Structuring the Franchise Relationship" in the ABA Forum on Franchising's Fundamentals of Franchising, Fourth Edition.

Throughout his career, Max has been recognized by Chambers USA as one of the country's leading franchise lawyers for business (2011-present), The International Who's Who of Franchise Lawyers (2011-present), Franchise Times as a Legal Eagle (2007-2019, 2021-present), "North Star Lawyers," Minnesota State Bar Association (2012, 2014–2018), and The Best Lawyers in America® (2016–present). Max received a B.A. in political science from Grinnell College in 1990, and a J.D., with distinction, from the University of Iowa College of Law in 1993.

Representative Experience

- Work with franchisors to prepare and update franchise disclosure documents, and file and maintain all related state registrations.
- Strategize and consult with franchisors to prepare meaningful financial performance representations.
- Negotiate and prepare agreements on behalf of franchisors and distributors, including franchise agreements, development agreements, area representative agreements,

Services

- Franchise and Distribution
- Mergers and Acquisitions

distribution agreements, test agreements, management agreements, confidentiality and noncompete agreements, licensing agreements, advertising agreements, and supply chain agreements.

- Assist clients with conversion from a license model to a franchise model, and addressing potential “accidental franchise” issues.
- Structure distribution systems to avoid application of franchise and business opportunity laws.
- Assist franchisors in the acquisition or sale of franchise systems, or the reacquisition of rights from existing franchisees.
- Negotiate and prepare international agreements for franchisors and distributors.

Education

- University of Iowa College of Law (J.D., with distinction, 1993)
- Grinnell College (B.A., 1990)
 - Political Science

Bar/Court Admissions

- Minnesota, 1993
- United States District Court, District of Minnesota

Professional Affiliations

- American Bar Association, 1993-present
- American Bar Association, Member, Forum on Franchising, 1993-present
- American Bar Association, Member, ABA Forum on Franchising Marketing Committee, 2020-present
- American Bar Association, Editor-in-Chief, ABA Forum on Franchising The Franchise Lawyer, 2010 to 2013
- International Franchise Association, Member, Legal Legislative Committee
- The Advocates for Human Rights, Member Development Committee, 2018-present
- The Advocates for Human Rights, Board Member, 2000 to 2019

Recognition

- Super Lawyer®, Super Lawyers magazine, 2026
- Certified Franchise Executive™, International Franchise Association
- "Thought Leaders USA 2024," Lexology & Who's Who Legal
- Chambers USA, National Leader in Franchise Law, 2011–present
- “Legal Eagle,” Franchise Times, 2007–2019, 2021–present
- “Legal Eagles Hall of Fame,” Franchise Times
- The International Who's Who of Franchise Lawyers, 2011–present
- Top Lawyers in Minnesota,® Minnesota Monthly, 2022 - present
- “North Star Lawyers,” Minnesota State Bar Association, 2012, 2014–2018
- The Best Lawyers in America®, 2016–present
- Gray Plant Mooty Pro Bono All-Star Award, 2018