

## Haynes and Boone Counsel Maral Kilejian Earns CFE Designation

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March 14, 2016 Maral Kilejian

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**PRACTICES** Franchise and Distribution

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Haynes Boone Counsel [Maral Kilejian](#) recently earned a Certified Franchise Executive™ (CFE) designation from the Institute of Certified Franchise Executives (ICFE). The designation is a mark of distinction for franchise professionals and signifies their commitment to franchising.

Kilejian was one of 164 franchise executives and professionals awarded the CFE designation at the International Franchise Association's 56th Annual Convention, making it the largest class in its history.

Among franchise leaders, the ICFE has become well known and appreciated for its intent to educate the future of executives in the franchise community. A CFE designation offers a wide range of important benefits, including expanded knowledge, industry recognition and professional standing. Every CFE must renew their certification every three years.

At the firm, Kilejian focuses her practice in the areas of franchise and distribution law, corporate law, trademark law, and advertising, sweepstakes, and promotional laws. She provides practical initial and ongoing counsel and legal support to franchisors in the structuring and operation of domestic franchise programs and international expansion, including in the drafting of franchise-related agreements, franchise compliance issues, franchise and business opportunity registrations and exemptions, non-traditional venues, alternative distribution channels, managing franchisee relationships, crisis management, operations manuals, marketing materials, gift card programs, development and implementation of social media policies and guidelines, and nation-wide and international sweepstakes and contests.

In addition to her practice, Kilejian is an active member of the American Bar Association's Forum on Franchising, serving as a Topics and Articles Editor for the *Franchise Law Journal*, and from 2013 to 2015 served on the Forum's Diversity Caucus's Steering Committee. She received the Substantial Written Work Award, 2013 ABA Forum on Franchising Annual Meeting for her article, "Enforceability of Contractual Forum Selection and Choice of Law Provisions," which was published in the fall 2012 edition of the *Franchise Law Journal*. She is a former Chair (2011), Vice-Chair (2010), and Secretary (2009) of the Dallas Bar Association's Franchise and Distribution Law Section.