



➤ **Terry E. Moore**

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Mr. Moore is a partner and a member of the firm's Business Law and Transactions Practice Group. While providing general corporate and transactional services to his clients, he concentrates in the area of franchise and distribution law. Mr. Moore's franchise practice includes the representation of both franchisors and franchisees. He represents franchisors ranging in size from start-ups to mature systems in both regulatory compliance and transactional matters. He has worked on matters such as the preparation of Uniform Franchise Offering Circulars, registration and exemption, disclosure, advertising cooperatives, purchasing cooperatives, negotiation of franchise agreements and area development agreements and franchise terminations.

Mr. Moore also heads the E-Commerce and Technology Practice Group. He represents a number of technology companies including software developers, web designers, service companies, resellers and technology startups. In addition, he regularly advises non-technical clients on their acquisition and use of technology and technical services. His work in this area includes the formation of technology start-ups, software license and maintenance agreements, software development agreements, OEM agreements, distribution agreements, ASP agreements, web site agreements, employment and consulting agreements for technical personnel and agreements with venture capital firms.

Areas of Practice:

Banking and Finance
Business Law and Transactions
E-Commerce and Technology
Franchising and Distribution
Real Estate

Admitted to Practice:

State of Ohio (1986)
U.S. District Court, Southern District of Ohio
(1987)

Education:

J.D., University of Cincinnati College of Law
(1986)
B.B.A., University of Cincinnati College of
Business (1983), Cum Laude

Professional Memberships:

Cincinnati Bar Association
Ohio State Bar Association
American Bar Association Forum on
Franchising
International Technology Law Association