Abstract:
Franchising is an agreement in which a company grants to another company the permission to use its intellectual and material rights (copyright, design, commercial secrets, know-how, etc), instead of some payments or taxes. The beneficiary has the right to create local networks of sub franchising.
The franchising is attractive to those companies that possesses products which can not be exported. The products and the services that needs a big investment or a special competence (hi-tech, insurance, etc) can not be franchised. The contract negotiation has three forms: direct international franchising, direct international franchising with the headquarters support and indirect franchising.

Key words: franchising, rights, products, contract.

JEL classification: F21