

**Wednesday, November 3, 2021
2:00 PM - 3:15 PM**

Seminar 2

**SNAP, CRACKLE AND POP-UP:
SERIAL ISSUES RELATED TO POP UP LEASING**

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- I. Introductions
- II. The Evolution of Retail – What is a Pop-Up?
 - A. Short History of Pop Up Retail
 - B. The Value of Pop Ups for Retailers
 - C. The Value of Pop Ups for Landlords
- III. What to Consider in Documenting the Pop-Up Deals
 - A. The Need for Speed
 - B. License or Lease
 - C. Key Terms to Consider and Include
 - 1. License Area
 - 2. Permitted Use
 - 3. License Period(s)
 - 4. Consideration of Existing Restrictions
 - 5. Delivery; Licensee's Work
 - 6. License Fee
 - 7. Security Deposit
 - 8. Utilities
 - 9. Permitting
 - 10. Signage
 - 11. Marketing
 - 12. Assignment / Subletting
 - 13. Surrender / Hold Over
 - 14. Rules and Regulations
 - 15. Boilerplate
- IV. How to Facilitate Internally
- V. How to Help a Pop-Up User Succeed
- VI. Conclusion