Good Will As Property

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Good will as defined by Lord Eldon is "nothing more than the probability that the old customers will resort to the old place." This definition has been criticized as being too narrow, but it suggests the underlying idea of good will. In "Story on Partnership" it is defined as "the advantage or benefit which is acquired by an establishment, beyond the mere value of the capital stock, funds, or property employed therein, in consequence of the general public patronage and encouragement, which it receives from constant or habitual customers, on account of its local position or common celebrity, or reputation for skill or affluence, punctuality, or from other accidental circumstances or necessities, or even from ancient partialities or prejudices." This definition is more explicit in that it mentions some of the numerous things that go to create good will. As now understood good will may be said to include everything which contributes to the establishment of custom or trade, or to the maintenance of it when established.

Good will is property. The long line of judicial decisions which have so recognized it and protected it leave no possible doubt as to its being property which is subject of transfer by sale, mortgage or assignment. But it is property of a very peculiar nature. As was said in Metropolitan National Bank v. St. Louis Dispatch Co. et al.

"Now, while the good will of a business is property that may be sold or mortgaged, yet it is property of a very peculiar and exceptional character. It is intangible property, which in the nature of things, can have no existence

2. Story on Partnership.
3. Haugen et al. v. Sundseth et al., 106 Minn. 129.
5. Haugen et al. v. Sundseth et al., 106 Minn. 129.
apart from a business of some sort that has been established and carried on at a particular place; and it cannot be sold by judicial decree or otherwise unless it be in connection with a sale of the business upon which it depends."

This case expresses the general rule, which is that the good will of a business can be transferred only in connection with the business to which it is attached.

Some cases lay down the rule that there can be no such thing as good will in any calling requiring personal skill. The reason upon which such decisions rest is that the confidence of people in the skill of another cannot be bought and sold. Upon the same reasoning doubt has been expressed as to whether or not good will can exist in connection with the professional practice of a lawyer or physician, both of which professions require the highest degree of skill and good faith. But it is held that the good will of a lawyer's or physician's practice is property and subject to sale. Certainly such sales are very common, and they are recognized as valid. In such cases the element of locality, which requires that the good will of a business be sold only in connection with the premises or other property used in the business, is not present. The good will attaches to the person of the practitioner instead of to his office premises, and it is held that the practice may be sold without a sale of the premises.

There is, indeed, no very good reason why the sale of the good will of the practice of a lawyer or physician should be held invalid. It is true that the confidential nature of the professions makes it uncertain that the clients or patients of the established practitioner will consult the man to whom he sells his practice, but in no case of the sale of the good will of a business is the continued patronage of the customers a certainty. The purchaser must be presumed

to take into consideration the nature of the thing which he buys.

One who purchases the good will of another's practice does get something of value if he gains nothing more than the absence of competition of the established practitioner from whom he purchases. But the sale of a practice to a person is generally followed by consultation of the purchaser by the clients or patients of the vendor. Such sale is regarded by many as an implied recommendation of the purchaser by the vendor as worthy of trust, and in many cases the retiring practitioner issues an express recommendation of his successor.

It is held that there can be no forced sale of the good will of a profession. The general rule with regard to all other business is that the good will may be sold on execution in connection with other property to which it is incident.

In partnerships the good will of the firm is very important. It is regarded as one of the firm assets, and upon the death of one partner and the consequent dissolution of the firm, or upon dissolution for any other reason, the good will of the firm is sold as part of the property belonging to the partnership.

As to the right of a person who has sold his business and the good will thereof to another, to re-engage in that business there is a conflict of authority. Where the parties enter into an agreement by which the vendor binds himself not to again engage in the business within a certain district for a certain time, there is no difficulty. Such agreements will be enforced, and upon breach the vendee may recover damages or he may secure an injunction against the carrying on of such business. This is the uniform rule in cases of this kind. Such agreements must, of course, be such as

not to impose a restraint upon trade and so be held void on
grounds of public policy, but where the restriction is rea-
sonable as to the territory covered and the time, it will be
enforced. Such agreements are held to be assignable, even
though they do not run to the vendee, his successors and
assigns. And the assignee of such agreement is held to be
entitled to the same protection in the enjoyment of the good
will as the original purchaser.\textsuperscript{11}

It is in the cases where there are no contracts against
competition that the conflict occurs. A few cases hold that
the sale of a business, even in the absence of a mention of
the good will thereof, carries with it an implied agreement
not to do anything to injure that business. The underlying
principle of these cases is that the good will of the business
goes with it as a necessary result of the fact that it cannot
exist except in connection with the business. This is the
view of the Massachusetts court in the case of \textit{Upham v.}
\textit{Old Corner Book Store, Inc.}\textsuperscript{12} Upham started as a clerk in
the Old Corner Book Store and later became a partner. From
1872 until 1902 he carried on the business, some of the time
alone, and some of the time with a partner. He dealt largely
in religious books. In 1902 he sold to his partner, Moore,
"all stock in trade and all other assets of the firm and of
the business." Moore organized the plaintiff corporation
and assigned to it all the stock in trade and all other assets
of the firm. In 1905 Upham organized a corporation for the
sale of religious and other books, and sold shares to his old
customers. In dealing with the case the Court said:
"—when a man voluntarily sells the good will of a
business he thereby precludes himself from setting up a
competing business which will derogate from the good will
which he has sold."

And:
"In each case where the good will of a business is sold

\textsuperscript{11} \textit{Haugen et al. v. Sundseth et al., 106 Minn. 129.}
\textsuperscript{12} 194 Mass. 101.

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and the vendor sets up a competing business it is a question of fact whether, having regard to the character of the business sold and that set up a new business does or does not derogate from the grant made by that sale."

It would appear that under this rule it would be perfectly lawful for the vendor to open up again in the business so long as the new business does not derogate from the old one which he has sold. While this rule seems to be just, there is great difficulty in the practical application of it.

The great majority of cases hold that in the absence of an agreement not to compete, the vendor of a business may re-engage in that business, and solicit trade and advertise. He must not, however, so solicit or advertise as to leave the impression that he is still in the old business, for no man will be allowed to sell his own goods as those of his rival. It is held that he cannot directly solicit the patronage of his former customers,13 but he may sell to them when they come to him to purchase.

This rule allows the vendor to openly deal with his former customers after he has sold his business. The purchaser of a business should take care to secure an agreement that his vendor will not re-engage in the business in the district for a certain time. This is always the safest course. Such an agreement will be enforced in those few jurisdictions which give protection to the vendee in the absence of a stipulation against competition, and in the other jurisdictions such an agreement is necessary, if the vendee is to be protected.

The remedies available to the vendee where the vendor has injured the good will of the business he has sold are injunction against the continuance of the business by the vendor, and action for damages.

"Where parties agree for a consideration not to engage

in a given business for a definite time in a certain locality
the violation of the agreement entitles the parties injured
to injunctive relief."

Or, the injured party may sue for damages. In such
cases he is entitled to recover what he has lost by the
competition of the vendor. Of course the damages are
very difficult of computation in such cases, and accuracy
is almost impossible. The plaintiff must show facts suffi-
cient to enable the loss to be computed, and if he cannot
do so he can recover only nominal damages. It is certain
that the measure of damages is not what the vendor has
gained in his new business. The vendee's loss would ordi-
narily be less than the profits derived by the vendor from
his competing enterprise. It is of course possible that the
vendor's gain and the vendee's loss might in a few rare
cases be exactly equal, but it is obvious that the amount
which the vendee is to recover is not to be measured by the
profits of the vendor, for there are generally other circum-
stances to be taken into consideration beside the fact that
the vendor has been competing with the vendee. In such
cases stipulated damages would be helpful, in doing away
with a great deal of necessarily inaccurate computation.

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17. Wills et al. v. Forester et al., 140 Mo. App. 321.