Business Counseling

The firm supports clients as general business counsel, placing a strong focus on strategic business planning and preventative counseling, including business and operational audits to determine potential opportunities and identify trouble spots and areas of concern. Our goal is to offer sound legal advice that anticipates challenges, mitigates risk, and supports long-term growth and success.

We provide guidance on day-to-day matters, assist with the legal aspects of business strategy and planning, and offer support on regulatory compliance and corporate governance issues, and the fiduciary responsibilities of officers, directors, and managers. We keep our clients informed about changes in the law, how those changes may impact on their business, and what actions may be required to become or remain compliant.

We advise on the legal implications of various strategic alternatives such as joint ventures and management service organizations, as well as growth and expansion opportunities, including private equity sales, venture capital investments, and alternative financing.

For entrepreneurs and established businesses, we advise on and execute formations and incorporations, draft governing documents – such as operating, partnership, and shareholder agreements – that are forward-looking and risk-attentive, reflecting the relationships amongst the members, partners and shareholders at present and as the enterprises grow and change over time. We also provide counsel on ancillary agreements, structures and protections necessary for proper business operation and development. We will often connect our clients with other professionals with whom we work closely to provide client support, such as accountants and financial advisors who assist in navigating the challenges companies of all sizes and durations face outside of the legal world.

Practice Team

W. Raymond Felton

Partner

732.476.2670

rfelton@greenbaumlaw.com

Joseph M. Oriolo

Partner

732.476.2730

joriolo@greenbaumlaw.com

James A. Robertson

Partner

973.577.1784

jrobertson@greenbaumlaw.com

Fay L. Szakal

Partner

732.476.3204

fszakal@greenbaumlaw.com

Neil M. Sullivan

Of Counsel

973.577.1804

nsullivan@greenbaumlaw.com

Kathryn M. Hyde

Associate

732.476.2470

khyde@greenbaumlaw.com

Sukrti Thonse

Associate

732.476.2480

sthonse@greenbaumlaw.com

Experience

Representative Matters

- Representing New Jersey's first "homegrown" film and television production company in connection with a $1 billion multi-year film and television studio development in New Jersey, serving as general corporate counsel for entity formation, financings, redevelopment and energy coordination, contract negotiations, and applications for New Jersey Economic Development Authority tax credit programs, including ASPIRE incentives.
- Serving as outside general counsel to a large orthopedic surgical practice, advising on healthcare compliance, employment, corporate, and payor disputes, and securing regulatory relief that corrected systemic claims-

processing errors and restored practice cash flow.

- Advised an anesthesiology practice on corporate reorganization, partner buyouts, employment agreements, member disputes, and ongoing general corporate matters.