Franchises

Greenbaum provides sophisticated legal support to clients buying into the franchise industry, representing primarily franchisees in their review of franchisor disclosures, franchise agreements, and the multitude of attendant policies, procedures, rules, and regulations that accompany every franchise venture. Our team brings considerable and specialized expertise to the table in the area of franchise law, including the nuances of the franchise relationship.

Our experience enables us to provide strategic guidance on everything from the initial franchise agreements and start-up phases, to resolving client compliance issues and dispute resolution with the franchisor. Additionally, we have assisted successful franchisees with their expansion strategy.

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Experience

Representative Matters

- Represented a regional restaurant cooperative with more than 2,000 franchise members across 13 states in a multi-party merger creating a unified distribution entity east of the Mississippi River.
- Representing a national QSR franchisee in connection with multi-state real estate acquisitions and development projects, including transactions involving Starbucks-leased properties in South Carolina and multiple New Jersey investment properties.
- Serving as long-standing New Jersey litigation counsel to Massage Envy Franchising, LLC, defending the national franchisor in multiple matters alleging assault by individuals at local franchise locations. Successfully obtained summary judgment dismissing claims against the franchisor on the grounds that it is not liable for alleged misconduct of franchisee employees acting outside the scope of employment; currently defending that ruling on appeal while managing additional matters in discovery.
- Represented a leading quick-service restaurant (QSR) franchisee in the New Jersey/New York metropolitan area in connection with its ongoing acquisition and roll-up of multiple store locations in transactions totaling approximately $20 million.

- Represented a QSR franchisee in a U.S. Department of Justice Civil Rights Division investigation alleging discriminatory hiring practices, securing the government's decision to discontinue prosecution and avoiding potential False Claims Act exposure.

Insights & More

Client Alerts

Treasury and SBA Issue Updates on the Affiliation Rules Applicable to the Paycheck Protection Program
4.16.20