



## PRACTICE FOCUS

Thomas Pitegoff is an internationally recognized leader in the franchise field. He counsels international, national, regional and start-up franchisors in a variety of industries to structure their franchise systems effectively and comply with state and federal franchise laws. He assists businesses in acquiring franchise companies, and he represents foreign franchisors in their U.S. business and U.S. franchisors expanding abroad. He also represents multi-unit franchise developers and assists clients in resolving issues with state franchise regulators.

With a wide-ranging business transactions background, Mr. Pitegoff also advises businesses on alternatives to franchising. His work includes license and distribution agreements, service agreements, information technology agreements, and intellectual property counseling. He also acts as general U.S. counsel for foreign companies and he provides outside general counsel services for U.S. companies.

Mr. Pitegoff has written on franchise topics for journals and books published by the American Bar Association's Forum on Franchising among others. To see some of his writings, go to [www.franchisealchemy.com](http://www.franchisealchemy.com).

Mr. Pitegoff is an Officer of the New York State Bar Association's Business Law Section and a member of the Legal/Legislative Committee of the International Franchise Association.

## PUBLICATIONS

- "How New York Can Be a Center for International Franchising," *Vol. 24 Issue 1 of New York Business Law Journal, New York State Bar Association, Summer 2020 (Author)*
- "Exemptions and Exclusions Under Federal and State Franchise Registration and Disclosure Laws," *New York Law Chapter, American Bar Association, March 2017 (Co-Author)*
- "Structuring a Multi-Unit Franchise," *Modern Restaurant Management, July 2017 (Author)*
- "When Are Parent Company Financial Disclosures Required?" *Modern Restaurant Management, June 2017 (Author)*
- "Testing a New Franchise Concept," *Vol. 37, Issue 4 of The Licensing Journal - Wolters Kluwer and Modern Restaurant Management, April 2017 (Author)*
- "Ins and Outs of Suspending Franchise Sales," *Modern Restaurant Management, September 2016 (Author)*
- "Will Recent Changes in California's Franchise Law Blaze a Path for Other States?" *Modern Restaurant Management, February 2016 (Author)*
- "California Toughens Its Franchise Relationship Law," *The Licensing Journal - Wolters Kluwer, February 2016 and Core Compass, November 2015 (Author)*
- "State Regulation of Business Opportunities," *Core Compass, January 2016 (Author)*
- "Is Qualification Necessary to Franchise Across State Lines?" *Vol. 18 Issue 2 of The Franchise Lawyer, American Bar Association, 2015 (Co-Author)*
- "Albany Bill Would Scare Off New Biz," *Crain's New York Business, May 2015 (Author)*
- "An Undesirable Consequence," *QSR, November 2014 (Author)*
- "To Franchise or Not to Franchise," *The Franchise Handbook, Summer 2014 (Author)*
- "Momentum Builds for New York to Revamp Its Franchise Law," *Vol. 17 Issue 1 of The Franchise Lawyer American Bar Association, 2014 (Author)*
- "Expanding Smart: Is Franchising Right for Your Restaurant Concept?" *Food & Drink Magazine, Spring 2014 (Author)*
- "Fundamentals of Franchising," *3rd Edition, Chapter on Franchise Relationship Law, American Bar Association, 2008 (Co-Authored)*
  - Based on the article by Tom Pitegoff titled "Franchise Relationship Laws: A Minefield for Franchisors," *Vol. 45 Issue 289 Business Law, 1989 (Author)*
- "Franchising in New York After the Revised FTC Rule," *Vol. 11 Issue 2 of New York Business Law Journal, New York State Bar Association, Fall 2007 (Author)*
- "Fashion Law: A Guide for Designers, Fashion Executives and Attorneys," *Chapter: Starting the Business and Launching the Line, Fairchild Books, 2010 (Author)*
- "International Franchising," *Franchise, Distribution and Licensing Law Presentation for New York State*

## THOMAS PITEGOFF

Principal, New York

### PRACTICE AREAS

- Business Law and Transactions
- Franchise Law
- International Practice

### ACTIVITIES

- Forum on Franchising, American Bar Association, Member
- Forum on Franchising, American Bar Association, Former Member - Governing Committee and Former Editor - Franchise Law Journal
- Legal and Legislative Committee, International Franchise Association, Member
- Franchise Law Committee, International Bar Association, Member
- Business Law Section, New York State Bar Association, Treasurer and Executive Committee Member
- New York City Bar Association, Member

*Bar Association*, June 2002 (Author)

- "Drafting Effective Franchise Agreements," *Essentials of Franchising*, July 2000 (Co-Author)
- "Choice of Law in Franchise Relationships: Staying Within Bounds," *Vol. 15, Issue 4 of the Franchise Law Journal*, Spring 1995 (Author)
- "Ways to Avoid Being a Franchise," *Vol. 12 Issue 2 of the Franchise Law Journal*, Fall 1992 (Author)

#### **HONORS & AWARDS**

- Listed as a Metro New York Super Lawyer by Law & Politics magazine for Franchise/Dealership, Business/Corporate, and International Law, 2008 - 2020
- Named Best Lawyers' 2015 and 2020 Franchise Law "Lawyer of the Year" for New York, NY
- Listed among The Best Lawyers in America® for Franchise Law, 2013 - 2021
- AV Preeminent rated by Martindale-Hubbell
- Who's Who Legal (London)
- Legal Eagle, Franchise Times Magazine

#### **EDUCATION**

- Syracuse University College of Law, J.D.
- Sarah Lawrence College, B.A.

#### **ADMISSIONS**

- New York

#### **AWARDS**

