



Richard G. Greenstein

Partner

CHAIR, FRANCHISE AND DISTRIBUTION PRACTICE

rich.greenstein@dlapiper.com

Atlanta

T: +1 404 736 7816

F: +1 404 682 7816

Rich Greenstein is a transactional lawyer with over 30 years of experience representing clients across multiple industries principally involving different aspects of franchise and distribution law, intellectual property, M&A and licensing.

- Private Equity
- Corporate
- Franchise

Rich is the Chair of DLA Piper's Franchise and Distribution practice, ranked by the prestigious English research firm Chambers & Partners as the leading global and US franchise practice in their *Chambers Global* and *Chambers USA* guides. Rich has repeatedly been recognized in *Chambers USA* as one of the leading franchise lawyers in the United States, inasmuch as he is "respected by market sources for his skill on transactional matters," and clients have stated that "he knows franchising really well, and answers questions efficiently and quickly." In 2014, Rich received the *Franchise Times Magazine* Dealmaker Award. He has been listed in *The Best Lawyers in America* in the franchise law category.

Rich was a founding partner of DLA Piper's Atlanta office in 2006 and he currently serves on DLA Piper's Policy Committee. He is a member of DLA Piper's Corporate and Private Equity practices in the Southeast.

Rich advises clients on the establishment and maintenance of domestic and international franchise programs including day-to-day counseling of franchisors on legal compliance issues, relations with franchisees and dispute resolution. He also assists many franchisors by drafting and negotiating franchise agreements, both domestic and international, supplier/vendor agreements, beverage agreements and intellectual property licensing agreements.

In combining his knowledge of franchising with M&A, Rich has created a niche practice advising clients, particularly private equity firms, in the acquisition and sale of franchise systems. Over the past 15 years, he has served as lead franchise and intellectual property counsel in the acquisition and disposition of many franchise companies.

REPRESENTATIVE RECENT TRANSACTIONS

During the past ten years alone, Rich has represented:

- Affiliates of Roark Capital in the sale of Batteries Plus (2016)

- Affiliates of Roark Capital investment in Drybar (2016)
- Affiliates of Roark Capital investment in Orangetheory Fitness (2015)
- Affiliates of Roark Capital in the purchase of Driven Brands franchise system (Meineke, Maaco and others) (2015)
- Affiliates of Driven Brands in the purchase of the CarStar franchise system (2015)
- Fastsigns International in the sale of the Fastsigns franchise system (2014)
- D.O.G. Enterprises LLC in the sale of the Camp Bow Wow franchise system (2014)
- Doc Popcorn Franchising, Inc. in its sale to Dippin' Dots Franchising, LLC (2014)
- Newk's Holding Company, LLC in the sale of the Newk's franchise system (2014)
- Affiliates of Roark Capital on the purchase of an interest in Anytime Fitness (2013)
- Affiliates of Roark Capital on the purchase of CKE, Inc. (Carl's Jr. and Hardee's) (2013)
- Affiliates of Roark Capital on the purchase of the Massage Envy franchise system (2012)
- WJ Partners in the purchase of the Pure Barre franchise system (2012)
- Affiliates of Roark Capital in the purchase of the Arby's franchise system (2011)
- Affiliates of Roark Capital in the purchase of the Corner Bakery Cafe franchise system (2011)
- Affiliates of the Baird Group in the purchase of the Chem-Dry franchise system (2011)
- C2 Holdings, Inc. in the sale of the C2 Education franchise system to affiliates of Serent Capital (2011)
- Ulysses Management in the purchase of the Ice House America distribution system (2011)
- Affiliates of Roark Capital in the purchase of the Auntie Anne's franchise system (2010)
- Affiliates of Roark Capital in the sale of the Money Mailer franchise system (2010)
- Affiliates of Roark Capital in the purchase of the Pet Valu franchise system (2010)
- Affiliates of Roark Capital in the purchase of the Wingstop franchise system (2010)
- Bagster, LLC in the sale of the Bagster franchise system to Waste Management (2009)
- Affiliates of Roark Capital in the purchase of the Primrose Schools franchise system (2008)
- Global Hyatt Corp. in the sale of US Franchise Systems to Wyndham Hotel Group (2008)
- Affiliates of the Blackstone Group in the sale of the Baymont hotel franchise system to Cendant Corporation (2008)
- Mama Fu's Noodle House in the sale of the Mama Fu's franchise business (2008)
- American Tire Distributors in the purchase of the Tire Pros franchise system (2008)
- PJ's USA, Inc. in the sale of PJ's Coffee franchise system (2008)
- Affiliates of the Blackstone Group in the purchase of the Hilton franchise system (2007)
- Affiliates of Roark Capital in the purchase of the Batteries Plus franchise system (2007)
- Moe's Southwest Grill in the sale of the Moe's franchise system to affiliates of Roark Capital (2007)
- Affiliates of Roark Capital in the purchase of the Schlotzsky's franchise system (2006)
- Affiliates of the Blackstone Group in the sale of the Budgetel franchise system (2006)

CREDENTIALS

Admissions

- Florida
- Georgia
- New York

Recognitions

Richard is listed in *Chambers USA 2016*, which notes that his clients laud him for his "ability to solve complex problems," with one client stating: "If I need things drafted in a complicated situation to cover all the moving parts, he's very talented at that." Greenstein is highly regarded for his representation of the buyers and sellers of franchises.

Education

- J.D., University of Miami School of Law 1980
- B.A., University of Maryland 1977
with honors

Memberships

- American Bar Association
- ABA Forum on Franchising

INSIGHTS

Publications

PUBLICATIONS

Co-author, "US Franchise," *Getting the Deal Through*, 2018

Events

- Co-Presenter "How to Enter the US Market," International Franchising Week, London, March 2017
- Co-Presenter, "The 25th Annual Elements of Successful Franchising," IFA's 56th Annual Convention, San Antonio, Texas, February 21, 2016
- Co-Presenter, "The 24th Annual Elements of Successful Franchising," IFA's 55th Annual Convention, Las Vegas, Nevada, February 2015
- "Predominant Business Objectives in Owning Competitive Franchise Systems," IFA Legal Symposium, Chicago, May 2014
- "Capital Market Trends in Franchising," IFA Annual Convention, Las Vegas, February 2013