



PRACTICE FOCUS

Thomas Pitegoff is an internationally recognized leader in the franchise field. Tom 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 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, Tom also advises businesses on alternatives to franchising. His work includes acquisitions of closely-held companies, 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 provides outside general counsel services for U.S. companies.

Tom has written extensively on franchise and other business law topics both for bar journals and books and for those in the business of franchising. To see some of his writings, go to www.franchisealchemy.com.

PUBLICATIONS

- "Book Review: Franchising Strategies: The Entrepreneur's Guide to Success," Author, The Franchise Lawyer, ABA, Winter 2023
- "FinCEN Issues Final Rule for Beneficial Ownership Reporting under Corporate Transparency Act," Co-Author, offitkurman.com, Nov. 2022
- "Removing an Impediment to Franchising in New York", Author, New York Law Journal, Sept. 2022
- "The State of New York Business Law," Author, New York Law Journal, Jan. 2022
- "The Terrifying New York Definition of a Franchise," Author, New York Business Law Journal, Vol. 25 Issue 1, New York State Bar Association, Apr. 2021

Additional Publications

- "How New York Can Be a Center for International Franchising," Author, New York Business Law Journal, Vol. 24 Issue 1, New York State Bar Association, Summer 2020
- "Exemptions and Exclusions Under Federal and State Franchise Registration and Disclosure Laws," Co-Author, New York Law Chapter, American Bar Association, Mar. 2017
- "Structuring a Multi-Unit Franchise," Author, Modern Restaurant Management, Jul. 2017
- "When Are Parent Company Financial Disclosures Required?" Author, Modern Restaurant Management, Jun. 2017
- "Testing a New Franchise Concept," Author, The Licensing Journal - Wolters Kluwer and Modern Restaurant Management, Vol. 37, Issue 4, Apr. 2017
- "Ins and Outs of Suspending Franchise Sales," Author, Modern Restaurant Management, September 2016
- "Will Recent Changes in California's Franchise Law Blaze a Path for Other States?" Author, Modern Restaurant Management, Feb. 2016
- "California Toughens Its Franchise Relationship Law," Author, The Licensing Journal - Wolters Kluwer, Feb. 2016 and Core Compass, Nov. 2015
- "State Regulation of Business Opportunities," Author, Core Compass, Jan. 2016
- "Is Qualification Necessary to Franchise Across State Lines?" Co-Author, The Franchise Lawyer, Vol. 18 Issue 2, American Bar Association, 2015
- "Albany Bill Would Scare Off New Biz," Author, Crain's New York Business, May 2015
- "An Undesirable Consequence," Author, QSR, Nov. 2014
- "To Franchise or Not to Franchise," Author, The Franchise Handbook, Summer 2014
- "Momentum Builds for New York to Revamp Its Franchise Law," Author, The Franchise Lawyer, Vol. 17 Issue 1, American Bar Association, 2014
- "Expanding Smart: Is Franchising Right for Your Restaurant Concept?" Author, Food & Drink Magazine, Spring 2014
- "Fashion Law: A Guide for Designers, Fashion Executives and Attorneys," Author, Chapter: Starting the Business and Launching the Line, Fairchild Books, 2010

THOMAS PITEGOFF
 Principal, New York

PRACTICE AREAS

- Business Law and Transactions
- Franchise Law
- Hospitality
- International Practice

PROFESSIONAL AFFILIATIONS

- International Franchise Association, Member of the Legal Legislative Committee
- Forum on Franchising, American Bar Association, Member
- Forum on Franchising, American Bar Association,
- Former Member - Governing Committee and Former Editor - Franchise Law Journal
- New York State Bar Association, Chair of the Business Law Section 2022-2023
- New York City Bar Association, Member
- Governing Committee of the Forum on Franchising, Member
- Franchise Law Committee of the NYSBA's Business Law Section, Former Chair

- "Fundamentals of Franchising," Co-Author, 3rd Edition, Chapter on Franchise Relationship Law, American Bar Association; based on the article by Tom Pitegoff entitled "Franchise Relationship Laws: A Minefield for Franchisors," Vol. 45 Issue 289 Business Law, 1989
- "Franchising in New York After the Revised FTC Rule," Author, New York Business Law Journal, Vol. 11 Issue 2, New York State Bar Association, Fall 2007
- "International Franchising," Author, Franchise, Distribution and Licensing Law Presentation for New York State Bar Association, Jun. 2002
- "Drafting Effective Franchise Agreements," Co-Author, Essentials of Franchising, Jul. 2000
- "Choice of Law in Franchise Relationships: Staying Within Bounds," Author, Franchise Law Journal, Vol. 15, Issue 4, Spring 1995
- "Ways to Avoid Being a Franchise," Author, Franchise Law Journal, Vol. 12 Issue 2, Fall 1992

SPEAKING ENGAGEMENTS

- Tom frequently speaks on franchise law subjects and other legal topics.

RECOGNITIONS

- Metro New York Super Lawyer by Law & Politics magazine for Franchise/Dealership, Business/Corporate, and International Law
- Best Lawyers
- Franchise Law "Lawyer of the Year" for New York, NY
- The Best Lawyers in America® for Franchise Law
- 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