2009 Legal Eagles

Record nominations make this an elite list

By Jonathan Maze

f you don't see your name on suspicions. this year's Legal Eagles list, difficult to make it this time around.

They quickly surpassed last year's way it's always been. total, and by the time we found our way out of the pile of nominations soar above the competition? to plead "No mas!" we had double previous, record-setting year.

of nominees simply confirms our the long term and the good of the

This year we've broken out our trust in him." don't feel bad. It was really Legal Eagles north of the border into their own list. Canadian about franchises, the legalities, How difficult? This year the rec-lawyers we include on the list. franchisors and franchisee," ommendations just kept coming. Don't ask us why. That's just the another wrote.

the number of nominations as the oughness were the top attributes, it contracted an attorney seeking What to make of it? For one their appreciation and respect for within a few weeks at the end of thing, we've long thought that the attorney's abilities. "The rigor the year. The attorney "went above the number of excellent franchise and thoughtfulness he brings to and beyond in working with the attorneys has always far exceeded his clients' cases goes far beyond seller's counsel to complete everythe number of spots we have on good law," one nominator wrote, thing in time ... It was not an easy

this Legal Eagles list. The number "He helps make good decisions, for company. We have tremendous

"Extremely knowledgeable lawyers are the only international partnerships, contracts between

So what makes a Legal Eagle nominators also recognized when the attorneys take extra steps for Knowledge, abilities and thor- their clients. One client noted that Nominators frequently expressed to close a deal on three restaurants

challenge during the holidays."

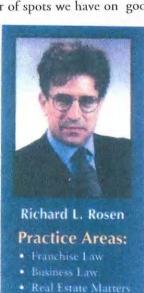
It also helps to be responsive. Many Legal Eagles were heralded for returning phone calls after-work hours and for willingly answering even the most arcane questions. "He not only knows every section of every franchise agreement by heart," one wrote, Skills and knowledge help. But "but he is unbelievably responsive whether it's 9 a.m. on a Monday morning or 9 p.m. on a Saturday night. He's the best in the business, no question about it."

Another nominator wrote that his attorney had "a never-ending tenacity for client service, coupled with the ability to offer well grounded and consistent advice have left myself and colleagues continually impressed."

A few attorneys were nominated by lawyers on the other side of the aisle. One Legal Eagle "is brilliant yet collegial, and I have opposed him on many occasions. His knowledge of franchise law is only exceeded by his qualities as a decent person."

Another lawyer is "a champion of franchisee rights in a universe that is dominated by franchisors. As a franchisor, I respect (his) tenacity and integrity."

And it helps to be nice. A fellow attorney is far more likely to nominate a likable lawyer. "He always maintains his sense of humor," one wrote. And likability can help a person forgive that lawyer's shortcomings. "Hall of fame franchise lawyer," one wrote. "All around good guy. Golf handicap is suspect." FT



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Richard L. Rosen has represented franchisors and franchisees in a wide range of business and legal matters for over 30 years. Mr. Rosen has formed, guided and counseled franchisee associations as well as franchising entities and has litigated, arbitrated and mediated on their respective behalves when necessary. His franchise clients have encompassed virtually all business areas including the fast food, service, healthcare, fashion, real estate, gas service stations, optical, hotel, recreation, home improvement, childcare, elder care and learning fields. Mr. Rosen has written and lectured extensively on franchise topics and issues. He is a member of the American Bar Association Forum on Franchising, a founding member of the New York Franchising and Licensing Section of the New York State Bar Association, immediate past Chairman of the Fair Franchising Standards Committee of the American Association of Franchisees and Dealers, a member of the Steering Committee of the National Franchise Mediation Program, a member of the CPR Institute for Dispute Resolution Panel of Neutrals, and a member of the International Franchise Association. Richard Rosen is listed in Who's Who in America, Who's Who in American Law, Who's Who in the World, Best Lawyers in America, Super Lawyers and a variety of similar publications.