

# Cozen O'Connor Welcomes Lead Franchise Lawyer Susan Grueneberg to its Los Angeles Office

**Monday, July 30, 2018**

**LOS ANGELES – July 30, 2018** – Cozen O'Connor is pleased to announce Susan Grueneberg, one of California's best known and highly regarded franchise law attorneys, has agreed to head up its global franchise practice. Grueneberg, who brings a client base that ranges from Fortune 500 franchisors to large area developers, sub-franchisors, and multi-unit franchisees, as well as startups, joins the firm's Intellectual Property Department as a member and will work out of Cozen O'Connor's Los Angeles office.

A former partner with Snell & Wilmer LLP, Grueneberg focuses much of her practice on helping U.S. franchise programs expand into international markets and non-U.S. franchise programs expand into the United States. In addition, Grueneberg regularly helps clients structure franchise programs, preparing and registering a range of franchise disclosure documents — including joint venture, franchise, area development, sub-franchise, master license, area representative, and ancillary agreements. Her background also includes guiding and representing franchisors in matters involving disclosure and other regulatory matters; mergers and acquisitions; and franchise relationship issues involving transfers, defaults, and terminations.

"I'm thrilled to welcome Susan to Cozen O'Connor. Franchising is facing a number of legal challenges right now, from joint employer and vicarious liability and trademark protection disputes, to menu labeling, financial accounting and M&A," says Camille M. Miller, co-chair of Cozen O'Connor's Intellectual Property Department. "With her track record, Susan will be able to step in immediately and help our franchising clients navigate what is becoming an increasingly complicated legal landscape."

Grueneberg also counsels and defends franchise clients involved in government enforcement actions, including investigations. She works closely with client trademark counsel to help establish protections for franchisor IP and serves as an expert witness for franchisors in arbitration and litigation matters.

"Cozen O'Connor is a well-respected national firm with resources that will provide more depth to the services we can provide to franchise clients," Grueneberg says. "I'll be able to confer with my new colleagues in the real estate, health care, tax, commercial litigation and labor & employment practices — all of which will greatly benefit our clients."

Ranked by Chambers USA as one of America's leading franchising lawyers (Nationwide), from 2007-2018, and listed as a Southern California franchising "Super Lawyer" from 2006-2018, Grueneberg has chaired the Advisory Committee to the North American Securities Administrators Association (NASAA) Franchise Project Group since 2006. She is also past chair of the ABA's Forum on Franchising and has been a member of the International Franchise Association's Legal/Legislative Committee since 1995. Grueneberg also formerly chaired the California State Bar's Franchise and Distribution Law Advisory Commission, the body that certifies specialists in franchise law in California.

Grueneberg earned her J.D. at the UCLA School of Law and her B.A. at UCLA.

Cozen O'Connor represents franchise clients of many sizes in many sectors, including food and beverage, retail and luxury goods, concessions, entertainment and sports, defense, manufacturing, finance, and technology. It helps clients develop and implement regional or national franchise operations that build the business without permitting the dilution or misuse of intellectual property. Its

## Related Practice Areas

- Franchise Disputes
- Franchising
- Intellectual Property

attorneys have extensive experience handling franchise disputes involving breach of contract, trademark or copyright infringement, unfair competition, false advertising, or theft of trade secrets. Cozen O'Connor attorneys litigate IP-related claims arising from franchise agreements throughout the United States and act as national litigation counsel for a number of major franchisors.

### **About Cozen O'Connor**

Established in 1970, Cozen O'Connor has more than 750 attorneys who help clients manage risk and make better business decisions. The firm counsels clients on their most sophisticated legal matters in all areas of the law, including litigation, corporate, and regulatory law. Representing a broad array of leading global corporations and middle market companies, Cozen O'Connor services its clients' needs through 30 offices across two continents.

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