

## Richard Bayer

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Practice Areas  
[Franchise Legal Services](#)  
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Richard Bayer is a partner with Einbinder & Dunn LLP and leads the firm's franchise regulatory and intellectual property practices. Mr. Bayer primarily focuses his practice on representing franchisors during all stages of development, including counseling emerging franchisors through all aspects of developing a franchise program, guiding franchisors through regulatory compliance matters and assisting mature franchisors with various stages of growth, including sales, mergers and acquisitions. Mr. Bayer has also successfully represented franchisor clients in international franchising with respect to expanding U.S. franchise systems abroad as well as launching international franchise systems in the U.S. Franchisor clients vary across industries including restaurant, retail, home improvement, hospitality, pet food, real estate, fashion, health care, recreation, business services and senior care. Mr. Bayer has also represented franchisees with franchise acquisitions, corporate structuring, real estate leasing, financing, multi-unit development and acquisitions and sales.

Additionally, Mr. Bayer provides business law counsel to a wide variety of clients ranging from start-ups to publicly traded corporations in areas including corporate structuring, intellectual property registration and protection, mergers and acquisitions and financing. Mr. Bayer also represents clients in connection with real estate development, leasing, sales and acquisitions as well as financing.

Mr. Bayer has co-authored the New York chapter of the Franchise Desk Book which is scheduled to be published by the ABA Forum on Franchising in 2019 and has contributed to the following publications:

- *Material Changes and the FDD: Amending and Going Dark*, Franchise Law Journal (Spring 2015)
- *Covenants Against Competition in Franchise Agreements, Third Edition*, ABA Forum on Franchising (Fall 2012)
- *A Franchisee's Guide to Franchisor Bankruptcy*, Franchise Law Journal (Fall 2011)
- *The Franchisor's Control over the Transfer of a Franchise*, Franchise Law Journal (Spring 2008)

Mr. Bayer has been admitted to practice law in New York and New Jersey since 2005. He is a member of the American Bar Association (ABA), New York State Bar Association, the Association of the Bar of the City of New York and the ABA's Business Law Section and is an active participant in the ABA Forum on Franchising.

- Bar Admissions
  - New York, 2006
  - New Jersey, 2005
- Education
  - **Brooklyn Law School**, Brooklyn, New York, J.D. – 2005
  - **New York University, Stern School of Business** B.S. – 2002