EINBINDER DUNN DIMITRI & BAYER

Richard Bayer

PARTNER

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Practice Areas

- Franchising
- Business Law
- Real Estate Law
- Hospitality Law

Bar Admissions

- New York
- New Jersey

Professional & Bar Association Memberships

- New York City Bar Association, Hospitality Law Committee, Past Co-Chair of Business Law Subcommittee
- New York State Bar Association
- American Bar Association Forum on Franchising
- American Bar Association Business Law Section

Education

- Brooklyn Law School, Brooklyn, New York, J.D.
- New York University, Stern School of Business B.S.

Richard Bayer is a partner at Einbinder, Dunn, Dimitri & Bayer LLP, where he leads the firm's franchise regulatory practice. He counsels clients ranging from start-ups to national brands on matters including corporate structuring, mergers and acquisitions, financing, and trademark registration, protection, and licensing. His practice also extends to commercial real estate, representing clients nationwide in leasing, sales, acquisitions, financing, and development.

With deep expertise in the franchise industry, Richard represents franchisors, franchisees, lenders, vendors, and other stakeholders. He advises franchisors at every stage of growth on matters including, developing new franchise programs, navigating regulatory compliance, managing new franchise sales, mergers and acquisitions, and international expansion. His franchisor clients span diverse industries such as restaurants, hospitality, retail, home improvement, pet food, real estate, fashion, health care, recreation, business services, and senior care.

Richard also works closely with franchisees, guiding them through acquisitions of single-unit, multi-unit, and area development franchises, as well as corporate structuring, real estate leasing, financing, sales, acquisitions, and dispute resolution.

Richard is a frequent author on topics relating to the franchise industry. He co-authored the New York chapter of the Franchise Desk Book (ABA Forum on Franchising, 2019) and has contributed to leading publications including:

- *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)

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Awards

- Recognized by Best Lawyers, 2022–2023
- Named to New York Metro Super Lawyers, 2022
- Avvo Rating 9.7 Top Attorney
- Franchise Times Legal Eagles, 2020–2023
- Avvo 5-Star Reviews

- *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)

Richard is admitted to practice in New York (2006) and New Jersey (2005). He is also an active member of the American Bar Association, the New York State Bar Association, the New York City Bar Association, and the ABA's Forum on Franchising and Business Law Section. Richard previously served as Co-Chair of the Business Law Subcommittee of the Hospitality Law Committee of the New York City Bar Association.

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