



Liz Dillon

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MINNEAPOLIS

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PRACTICE AREAS

Emerging & Mature Systems

Franchise Registration &
Compliance

Multi-Unit Franchising

Start-Up Systems

Franchise & Distribution

Distribution

International Development

Corporate & Business

International Law

Health Law

INDUSTRIES

Restaurant, Food & Beverage

Health Care

Wholesale & Retail Distribution

COURT MEMBERSHIPS

- Minnesota

With over a decade of experience, Liz Dillon counsels growing and experienced franchisors to expand and maintain their franchise systems. She assists startup franchisors to develop and position their franchise systems for growth both domestically and internationally.

Liz typically manages the franchise registration process for many well-known and emerging brands every year and has worked with numerous startup franchisors. She has helped franchisors expand into Latin America, the Caribbean, Asia, Europe, and the Middle East. She brings extensive knowledge and experience in preparing and registering disclosure documents, as well as franchise, development, and supply agreements.

Clients value her ability to provide real-life solutions to challenging problems. They depend on her responsive and pragmatic, yet creative, advice. Tenacity is a strength that has helped Liz gain the recognition of being named a "Legal Eagle" by Franchise Times, honored as a "Minnesota Rising Star" by peers, recognized by Chambers USA and Chambers Global, and acknowledged as an "Up and Coming Attorney" by Minnesota Lawyer. In addition, she has earned the Certified Franchise Executive designation from the Institute of Certified Franchise Executives.

Events

- Franchise Webcast: Key Considerations for the 2017 Franchise Registration Renewal Season
January 25, 2017
- Legal and Regulatory Requirements of International Franchising
September 22, 2015

- Wisconsin

EDUCATION

University of Wisconsin-Madison, J.D., *cum laude*, 2004

University of Wisconsin-Madison, with honors, 2001, undergraduate degree

Presentations

- "A Comprehensive Legal Review of the Creation of a Start-Up Franchise System," American Bar Association 42nd Annual Forum on Franchising, Denver, Colorado October 2019
- "Impact of Accounting Standards Change on International Transactions," Moderator, International Breakfast Panel, ABA 40th Annual Forum on Franchising, Palm Desert, CA, October 19, 2017
- "Judicial Update," IFA's 49th Annual Legal Symposium, Washington, D.C., May 17, 2016
- "Negotiating Challenging Provisions in Franchise Agreements," American Bar Association Webinar, February 2, 2016
- "Drafting and Negotiating Challenging Provisions in Franchise and Development Agreements," American Bar Association 38th Annual Forum on Franchising, New Orleans, Louisiana, October 1, 2015
- "10 Commandments of Franchise Sales," International Franchise Expo, New York, June 20, 2015
- "Tools for Taking Your Franchise Model to the Next Level," International Franchise Exposition, New York, June 18, 2015
- "Annual Leadership Conference: Digging Deeper: Mining for the Leader Within," facilitator at the IFA 54th Annual Convention, New Orleans, Louisiana, February 1, 2014
- "Be Prepared: Retirement and Succession Planning," IFA's 53rd Annual Convention, Las Vegas, Nevada, February 18, 2013
- "Seizing International Opportunities: Five Ways to Maximize Your Return on Investment Through International Franchising," International Franchise Expo, New York, New York, co-presenter, June 1, 2012
- "To Err is Human: Remedying Mistakes in the Pre-Sale Disclosure Process," IFA's 44th Annual Legal Symposium, Washington, DC, panel moderator, May 1, 2011
- Co-Presenter, "Taking Your Franchise System to the Next Level: Examining Common Traits of Successful Franchisors," Franchise Expo South 2011, January 14, 2011
- Co-Presenter, "Franchise Law Series: Look Before You Leap— Navigating the Franchise Disclosure and Registration Maze," webinar, May 14, 2010
- "Embracing the Amended FTC Franchise Rule," IFA's 41st Annual Legal Symposium, Washington, DC, co-facilitator of Roundtable, May 1, 2008

- "Market Saturation—Determining the Delicate Balance Between Market Maximization and Cannibalism," IFA's 48th Annual Franchise Convention, Orlando, Florida, co-facilitator of Business Solution Roundtable, February 1, 2008
- "Maximizing Expansion Opportunities While Minimizing Territorial Conflict," co-presenter, IFA's Franchise Expo South, Miami, Florida, January 1, 2008
- "10 Commandments of Franchise Sales," IFA's Franchise Expo South, Miami, Florida, co-presenter, January 1, 2008
- "Beyond Single Unit Franchising: Expanding Franchise Systems Through Multiple Unit and Third Party Arrangements," IFA's Franchise Expo South, Miami, Florida, co-presenter, January 1, 2007
- "Exporting Franchise and Distribution Networks: Avoiding the Snares of International Regulation," Minnesota CLE Business Law Institute, Minneapolis, Minnesota, co-presenter, May 1, 2006

Publications

- Chapter Co-Author, "Exemptions and Exclusions Under New York Law," Exemptions and Exclusions Under Federal and State Franchise Registration and Disclosure Laws, American Bar Association, Forum on Franchising, March 1, 2017
- Author, "An Outline For Franchising Your Business," Enterprising Women March 15, 2011
- Author, "Avoiding Comments When Preparing FDDs In 2009: Top Twelve Traps," The Franchise Lawyer, January 1, 2009
- Co-author, "Outsourcing Franchise Sales: Growth Strategy Or Desperation Move," Franchise Times June 15, 2007
- Co-author, "Franchise Expansion In China In The Aftermath Of China's 2007 Franchise Regulation," International Bar Association's International Franchising Committee newsletter on Franchising in China, January 1, 2007
- Author, "New Legislative Changes For Franchisors Doing Business In Canada," Franchising World, August 1, 2005

Client Alerts And Blog Posts

- Franchise Webcast: Key Considerations for the 2017 Franchise Registration Renewal Season
January 31, 2017

- The GPMemorandum, Tenth Anniversary Issue, No.101
December 1, 2007
- The GPMemorandum, Issue 99
July 1, 2007
- The GPMemorandum, Issue 98
May 1, 2007
- The GPMemorandum, Special Edition, Issue 96
January 1, 2007
- The GPMemorandum, Issue 93
September 1, 2006

In The News

- GPM January Pro Bono Spotlight
January 13, 2017
- "Brian and Liz Dillon," Our Stories
March 1, 2016
- "Table of Experts: Franchising," Minneapolis/St. Paul Business
Journal
December 25, 2015
- 2015 Mooty Awards: Dillon, Gerads, Kleinschmidt, and Sullivan, Jr.
Honored
October 28, 2015
- GPM Pro Bono Team Helps Zimbabwean Obtain Asylum
September 15, 2015
- "Snap Fitness Expands Its Portfolio Into Kickboxing, Yoga, Group
Training," Star Tribune
February 24, 2014
- Gray Plant Mooty Attorneys Assist in the Publishing of The
Franchise Law Review
February 21, 2014
- "Franchisors Must Get House In Order to Sustain Growth," QSR
January 16, 2011

News Releases

- Franchise Team and Attorneys Named Global Leaders in 2021
Chambers Ranking
February 18, 2021
- Lathrop GPM Attorneys Recognized in Who's Who Legal Franchise
2020 List

September 30, 2020

- Lathrop GPM Attorneys Named to The Best Lawyers in America®, Lawyer of the Year, and Ones to Watch for 2021
August 20, 2020
- Lathrop GPM Attorneys in Minnesota Recognized for Pro Bono Service
June 30, 2020
- Chambers USA 2020 Names Lathrop GPM a Top Law Firm, Insurance Recovery Team Earns New Recognition, Franchise Group Ranked Nationwide
April 23, 2020
- 16 Lathrop GPM Attorneys Recognized as Franchise “Legal Eagles”
April 1, 2020
- Lathrop GPM Develops COVID-19 Client Response Team
March 18, 2020
- Franchise Team and Attorneys Named Global Leaders in 2020 Chambers Ranking
February 13, 2020
- Gray Plant Mooty Attorneys Recognized in the International Who’s Who Legal: Franchise for 2019
December 10, 2019
- Gray Plant Mooty Attorneys Named The Best Lawyers in America® 2020
August 15, 2019
- Gray Plant Mooty Recognized as Leader in Chambers USA 2019
April 26, 2019
- 17 Gray Plant Mooty Attorneys Recognized as 2019 “Legal Eagles”
April 1, 2019
- Franchise Team and Attorneys Again Named Global Leaders in 2019 Chambers Ranking
February 14, 2019
- 15 Gray Plant Mooty Attorneys Recognized in the International Who’s Who Legal: Franchise for 2018
October 29, 2018
- Gray Plant Mooty Attorneys Recognized in The Best Lawyers in America® 2019
August 15, 2018
- Gray Plant Mooty Attorneys Named 2018 Minnesota Super Lawyers and Rising Stars

July 5, 2018

- Gray Plant Mooty Recognized as Leader in Chambers USA 2018
May 3, 2018
- 15 Gray Plant Mooty Attorneys Recognized as 2018 “Legal Eagles”
April 3, 2018
- Franchise Team and Attorneys Named Global Leaders in 2018
Chambers Ranking
February 16, 2018
- Gray Plant Mooty Names New Franchise Practice Group Chairs
January 2, 2018
- 17 Gray Plant Mooty Attorneys Recognized in the International
Who’s Who Legal: Franchise for 2017
October 2, 2017
- Three GPM attorneys to speak at the American Bar Association’s
40th Annual Forum on Franchising
September 11, 2017
- 37 Gray Plant Mooty Attorneys Recognized in The Best Lawyers in
America 2018
August 15, 2017
- 43 Gray Plant Mooty Lawyers Named 2017 Minnesota Super
Lawyers and Rising Stars
July 5, 2017
- 4 Gray Plant Mooty Practices, 12 Attorneys Recognized in
Chambers USA 2017
May 26, 2017
- 15 Gray Plant Mooty Franchise Attorneys Recognized As 2017
“Legal Eagles”
April 3, 2017
- 40 Gray Plant Mooty Lawyers Named 2016 Minnesota Super
Lawyers and Rising Stars
July 5, 2016
- 5 Gray Plant Mooty Practices, 12 Attorneys Recognized in
Chambers USA 2016
May 27, 2016
- 15 Gray Plant Mooty Franchise Attorneys Recognized As “Legal
Eagles”; Largest Number of All Firms
April 6, 2016
- 38 Gray Plant Mooty Lawyers Named 2015 Minnesota Super
Lawyers and Rising Stars
July 09, 2015

- 6 Gray Plant Mooty Practices, 12 Attorneys Recognized in Chambers USA 2015
June 19, 2015
- Gray Plant Mooty Has 14 Franchise Attorneys Named “Legal Eagles”; Largest Number of All Firms
April 8, 2015
- Gray Plant Mooty’s Franchise Practice and Attorneys Recognized for International Excellence in 2015 Chambers Global
March 12, 2015
- Fourteen Gray Plant Mooty Lawyers, Firm Recognized for Most U.S.-Based Lawyers Among Top Competitors
October 10, 2014
- 40 Gray Plant Mooty Lawyers Named 2014 Minnesota "Super Lawyers" and "Rising Stars"
July 7, 2014
- Four Gray Plant Mooty Practices, Ten Attorneys Recognized in 2014 Edition of Chambers USA: America’s Leading Lawyers for Business
May 30, 2014
- Gray Plant Mooty Lands Fourteen 2014 Franchise Times Legal Eagles, Most of Any Firm in the United States
April 8, 2014
- Gray Plant Mooty’s Franchise Practice and Attorneys Elizabeth Dillon, Gaylen Knack and Carl Zwisler Recognized by Chambers Global
March 17, 2014
- Thirteen Gray Plant Mooty Attorneys Recognized in The International Who’s Who of Franchise Lawyers 2013
July 24, 2013
- Gray Plant Mooty, 11 Attorneys Recognized in 2013 Edition of Chambers USA: America’s Leading Lawyers for Business
June 12, 2013
- Twelve Gray Plant Mooty Franchise Attorneys Named Franchise Times Legal Eagles 2013
April 1, 2013
- Thirteen Gray Plant Mooty Attorneys Named 2012 “Minnesota Rising Stars”
July 9, 2012
- Gray Plant Mooty, 11 Attorneys Recognized in 2012 Edition of Chambers USA: America’s Leading Lawyers for Business

June 11, 2012

- Gray Plant Mooty's Elizabeth Street Dillon Earns Certified Franchise Executive Designation
February 15, 2012
- Thirteen Gray Plant Mooty Attorneys Named 2011 "Minnesota Rising Stars"
August 9, 2011
- Several Gray Plant Mooty Attorneys Recognized in 2011 Edition of Chambers USA: America's Leading Lawyers for Business
June 10, 2011
- Ten Gray Plant Mooty Franchise Attorneys Named "Legal Eagles" by Franchise Times Magazine
March 22, 2011
- Twelve Gray Plant Mooty Franchise Attorneys Named "Legal Eagles" by Franchise Times Magazine
January 27, 2010
- Gray Plant Mooty Elects New Shareholders (2010)
January 12, 2010

Professional Affiliations

- International Franchise Association, Planning Committee, 2021
- International Franchise Association's Women's Franchise Committee, past member
- American Bar Association, Forum Committee on Franchising, International Division Steering Committee
- Minnesota State Bar Association
- Wisconsin Bar Association
- Women in Franchising Network, Twin Cities, former co-chair

Community Involvement

- Advocates for Human Rights, volunteer attorney
- Call for Justice, former board member

Honors

- "North Star Lawyers," Minnesota State Bar Association, 2019

- *The Best Lawyers in America*®, 2018-2021
- *Chambers USA: America's Leading Lawyers for Business, Franchise*, 2011-2020
- *Chambers Global, Franchising*, 2013-2021
- "Legal Eagle," *Franchise Times*, 2007-2011, 2013-2020
- "Minnesota Rising Star," Thomson Reuters, 2007, 2009-2018
- *The International Who's Who of Franchise Lawyers*, 2013-2020
- "Up and Coming Attorney," *Minnesota Lawyer*, 2009