



Liz Dillon

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MINNEAPOLIS

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Assistant

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PRACTICE AREAS

Franchise & Distribution
Emerging & Mature Systems
Franchise Registration &
Compliance
Multi-Unit Franchising
Start-Up Systems
Franchise M&A
Distribution
International Development
Corporate & Business
International Law
Health Law

INDUSTRIES

Restaurant, Food & Beverage
Health Care
Wholesale & Retail Distribution

COURT MEMBERSHIPS

With nearly 20 years of experience, Liz Dillon counsels growing and experienced franchisors to expand and maintain their franchise systems. She also assists startup franchisors to develop and position their franchise systems for growth both domestically and internationally. Liz serves as the leader of the firm's Franchise & Distribution Practice Group.

Liz 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.

Liz also assists clients through mergers and acquisitions, providing franchise, licensing and distribution expertise for transactions.

In addition to representing franchisors, Liz represents other companies in the myriad of legal issues involved with the distribution of goods. She advises on matters including dealer / distribution agreements, international sale of goods, and avoiding franchise and business opportunity laws (accidental franchise).

Clients value Liz's 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 recognized by both Chambers USA and Chambers Global. In addition, she has earned the Certified Franchise Executive designation

- Minnesota
- Wisconsin

EDUCATION

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

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

from the Institute of Certified Franchise Executives.

Events

- IP Protections for Your Franchise Brand Webinar
April 24, 2024
- Global Franchise Regulation Update Webinar
October 6, 2022
- Webinar Series: Franchising: What it Means for Business Owners
and for Brand Owners
June 15, 2022
- Global Franchise Regulation Update
March 23, 2022
- Webinar Series: Diversity in Franchising - Where Are We & How
Can We Improve?
October 28, 2021
- Global Franchise Regulation Update
September 29, 2021
- Franchise Webcast: Key Considerations for the 2017 Franchise
Registration Renewal Season
January 25, 2017
- Legal and Regulatory Requirements of International Franchising
September 22, 2015

Presentations

- Co-presenter, "Franchising Around the Globe: Business and Legal
Updates," International Franchise Association Webinar, September
21, 2023
- Moderator, "Thought Leadership Roundtable: How To Use Your Item
19 to Sell Franchises," 2023 IFA Annual Convention, February 27,
2023
- Co-presenter, "Basic Track: International," International Franchise
Association 54th Annual Legal Symposium, May 16, 2022
- Co-presenter, "The Annotated International Franchise Agreement,
or How to Turn a Domestic Agreement into an International
Agreement," American Bar Association 44th Annual Forum on
Franchising, Atlanta, Georgia, October 2021
- Co-presenter, "Updating Internet Strategies After the Pandemic,"
2021 International Distribution Institute Annual Conference, June
17, 2021

- Moderator, "A Comprehensive Legal Review of the Creation of a Start-Up Franchise System," American Bar Association's 42nd Annual Forum on Franchising, Denver, Colorado, October 2019
- Moderator, "Impact of Accounting Standards Change on International Transactions," International Breakfast Panel, American Bar Association's 40th Annual Forum on Franchising, October 19, 2017
- Co-presenter, "Judicial Update," International Franchise Association's 49th Annual Legal Symposium, Washington, D.C., May 17, 2016
- Co-presenter, "Negotiating Challenging Provisions in Franchise Agreements," American Bar Association Webinar, February 2, 2016
- Co-presenter, "Drafting and Negotiating Challenging Provisions in Franchise and Development Agreements," American Bar Association's 38th Annual Forum on Franchising, October 1, 2015
- Co-presenter, "10 Commandments of Franchise Sales," International Franchise Association's Franchise Expo, June 20, 2015
- Co-presenter, "Tools for Taking Your Franchise Model to the Next Level," International Franchise Association's Franchise Expo, June 18, 2015
- Moderator, "Annual Leadership Conference: Digging Deeper: Mining for the Leader Within," International Franchise Association's 54th Annual Convention, February 1, 2014
- Co-presenter, "Be Prepared: Retirement and Succession Planning," International Franchise Association's 53rd Annual Convention, February 18, 2013
- Co-presenter, "Seizing International Opportunities: Five Ways to Maximize Your Return on Investment Through International Franchising," International Franchise Association's Franchise Expo, June 1, 2012
- Moderator, "Panel: To Err is Human: Remediating Mistakes in the Pre-Sale Disclosure Process," International Franchise Association's 44th Annual Legal Symposium, May 1, 2011

Publications

- Co-Author, "Franchise Law Compliance Manual, 3rd Edition," American Bar Association, October 8, 2021

- Co-Editor, "Global Franchise Regulation Update," Lathrop GPM, 2021-present

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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

Client Alerts And Blog Posts

- California Enacts Significant Changes to the California Franchise Relations Act and Franchise Investment Law
October 6, 2022
- Global Franchise Regulation Update (GFRU) - March 2022
March 25, 2022
- NASAA Group Proposes to Ban Most Acknowledgments and Compliance Questionnaires Used by Franchisors. — Lathrop GPM Vigorously Objects
January 19, 2022

In The News

- The Economic Times Quotes Partner Liz Dillon on Burger King's Whopper of a Problem
June 3, 2022
- Thomson Reuters Quotes Franchise & Distribution Partner Liz Dillon on Burger King's Complex Legal Web, Thwarting Russia Exit
June 3, 2022
- Global Franchise Interviews Liz Dillon and Carl Zwisler on Winning Best Franchise Law Firm in the World
June 2021
- 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
- "Snap Fitness Expands Its Portfolio Into Kickboxing, Yoga, Group Training," Star Tribune
February 24, 2014

- "Franchisors Must Get House In Order to Sustain Growth," QSR
January 16, 2011

News Releases

- Ten Lathrop GPM Attorneys Recognized as Franchise Legal Eagles
April 1, 2024
- Franchise Team and Attorneys Named Global Leaders in 2024
Chambers Ranking
February 21, 2024
- 11 Lathrop GPM Attorneys Recognized in the International Who's
Who Legal Franchise 2023 List
November 27, 2023
- Eight Lathrop GPM Attorneys Named Lawyer of the Year, 89
Ranked as The Best Lawyers in America©
August 17, 2023
- Lathrop GPM LLP Elects Four New Members to Executive
Committee
July 24, 2023
- Lathrop GPM Attorneys Named 2023 Minnesota Super Lawyers
and Rising Stars
July 18, 2023
- 23 Lathrop GPM Attorneys in Minneapolis Recognized for 2022 Pro
Bono Service
June 5, 2023
- 14 Lathrop GPM LLP Practice Groups and 35 Attorneys Ranked in
Chambers USA 2023
June 1, 2023
- Franchise Team and Attorneys Named Global Leaders in 2023
Chambers Ranking
February 16, 2023
- 10 Lathrop GPM Attorneys Recognized in the International Who's
Who Legal Franchise 2022 List
September 28, 2022
- Six Lathrop GPM Attorneys Named Lawyer of the Year, 95 Ranked
as The Best Lawyers in America©
August 18, 2022
- Lathrop GPM Attorneys Named 2022 Minnesota Super Lawyers
and Rising Stars
July 18, 2022

- Chambers USA 2022 Names Lathrop GPM a Top Law Firm, Franchise Group Ranked Nationwide
June 1, 2022
- Eight Lathrop GPM Attorneys Recognized as Franchise Legal Eagles
April 1, 2022
- Franchise Team and Attorneys Named Global Leaders in 2022 Chambers Ranking
February 17, 2022
- Lathrop GPM Continues Increasing Diversity in Franchising Speaker Series with “Increasing Diversity in Franchise Systems”
February 2, 2022
- Partner Liz Dillon Honored in 2021 Flex Success® Awards by Diversity and Flexibility Alliance
October 27, 2021
- 11 Lathrop GPM Attorneys Recognized in the International Who’s Who Legal Franchise 2021 List
October 12, 2021
- Lathrop GPM Launches Increasing Diversity in Franchising Speaker Series
September 22, 2021
- Seven Lathrop GPM Attorneys Named Lawyer of the Year, 100 Ranked as The Best Lawyers in America©
August 19, 2021
- Lathrop GPM Franchise Practice Group Closes Deal Between Home Health Care Giants
August 13, 2021
- Chambers USA 2021 Names Lathrop GPM a Top Law Firm, Franchise Group Ranked Nationwide
May 20, 2021
- 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
- 2015 Mooty Awards: Dillon, Gerads, Kleinschmidt, and Sullivan, Jr.
Honored
October 28, 2015
- GPM Pro Bono Team Helps Zimbabwean Obtain Asylum
September 15, 2015

- 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
- Gray Plant Mooty Attorneys Assist in the Publishing of The Franchise Law Review
February 21, 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, International Committee 2022-Present
- International Franchise Association, Planning Committee, 2020-2021
- International Franchise Association’s Women’s Franchise Committee, past member
- American Bar Association, Forum Committee on Franchising, International Division Steering Committee, past member
- Minnesota State Bar Association
- Wisconsin Bar Association
- Women in Franchising Network, Twin Cities, former co-chair

Community Involvement

- Minnesota Land Trust, board member
- Minnesota Land Trust, Diversity, Equity and Inclusion Committee, chair
- Advocates for Human Rights, volunteer attorney
- Call for Justice, former board member

Honors

- Selected among *The Best Lawyers in America*®, 2018-2024
- Minnesota State Bar Association, "North Star Lawyers," 2019, 2023
- *Chambers USA: America's Leading Lawyers for Business*, Nationwide Franchise, 2011-2023
- *Chambers Global*, Franchising, 2013-2024
- *Franchise Times*, "Legal Eagle," 2007-2011, 2013-2020, 2022, 2024
- *Thomson Reuters*, "Minnesota Super Lawyer®," 2022-2023
 - "Minnesota Rising Star," 2007, 2009-2018
- *Minnesota Monthly*, "Minnesota's Top Lawyers," 2022
- *The International Who's Who of Franchise Lawyers*, 2013-2023
- *2021 Flex Success® Award*, Diversity & Flexibility Alliance, 2021
- *Minnesota Lawyer*, "Up and Coming Attorney," 2009