



## MINNEAPOLIS

80 South Eighth Street  
3100 IDS Center  
Minneapolis, MN 55402

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### Assistant

Linda Laurich  
612.632.3352  
Email

## PRACTICE AREAS

Emerging & Mature Systems

Franchise Registration &  
Compliance

Franchising into the U.S. from  
Abroad

International Development

Mergers & Acquisitions

Multi-Unit Franchising

Start-Up Systems

Franchise & Distribution

## COURT MEMBERSHIPS

- Minnesota

## EDUCATION

Villanova University School of  
Law, J.D.

University of Michigan, Gerald  
R. Ford School of Public Policy,  
B.A.

# Eli Besignor

Partner | [eli.besignor@lathropgpm.com](mailto:eli.besignor@lathropgpm.com)

Eli Besignor dedicates his practice to franchise, distribution, and licensing matters. He counsels emerging and seasoned franchisors across the U.S. on day-to-day matters, including analyzing and drafting agreements and commercial contracts, advising on regulatory compliance, and filing registrations. Eli also represents buyers and sellers in mergers and acquisitions of franchise systems and multi-unit franchisees, including private equity backed deals.

At the core of Eli's practice is his passion to assist his clients in legal decision-making processes, with real world considerations, that will help flourish their businesses. He enjoys strategically advising his clients on other potential avenues they can consider in order to achieve best case scenario outcomes. His clients span a variety of industries, including, restaurants and food services, home services, residential and commercial restoration, childcare services, janitorial and cleaning, cosmetic and medspa, and other common and niche industries.

Beyond serving his clients, Eli loves to cook and, not being a Minnesota native, he enjoys exploring the many different lakes in and around Minneapolis with his family. Since 2018, Eli volunteers for a national, nonpartisan coalition known as Election Protection, in which his role entails helping people navigate their state's registration and voting laws on or before an election day.

## Events

- Minimizing Joint Employer Risk Using the "Deliverables" Methodology Webinar  
November 8, 2023

## Presentations

- Podcast Guest, "FranchiseU! Episode 57: Eli Bensignor," University of Louisville FranchiseU! Podcast, July 26, 2023
- Moderator of two sessions, "State Registration Requirements Update: Insights from the Regulators," International Franchise Association Legal Symposium, May 16 and May 17, 2022
- Moderator, "Expanding into the U.S.," International Franchise Association's Annual Convention, February 27, 2022
- Facilitator, "Roundtables: From Brick & Mortar to Virtual," H.E.A.T. Franchise Summit, August 25-27, 2020
- Speaker, "10 Commandments of Franchise Sales," International Franchise Exposition, New York, NY, May 2019

## Publications

- Author, "U.S. Chapter," Franchise 2024 *Lexology Getting the Deal Through*, August 2023
- Author, "U.S. Chapter," Franchise 2023 *Lexology Getting the Deal Through*, August 2022
- Author, "Lathrop GPM is a Legal One-Stop-Shop for Franchisors", IFA 2021 Supplier Source Book, October 25, 2021

## Client Alerts And Blog Posts

- California Appellate Court Rules that Customer Agreed to Franchisor's Arbitration Requirement in "Clickwrap" Agreement January 18, 2024
- First Circuit Certifies Second Employee Misclassification Question to Massachusetts Supreme Court in Ongoing 7-Eleven Case October 5, 2023
- California Court of Appeals Denies Franchisor's Motion to Compel Customer to Arbitrate Based on "Terms of Use" January 11, 2023
- Franchise Alert: Lathrop GPM Franchise & Distribution Members Serve as Global Editor and U.S. Chapter Author in Franchise 2023 Lexology GTDT Publication August 10, 2022
- Illinois Federal Court Denies Subway's Motion to Dismiss Biometric Information Privacy Act Claim May 5, 2022

- Georgia Federal Court Denies Franchisor's Motion to Dismiss Good Faith and Fair Dealing Counterclaim  
January 13, 2022

## In The News

- Bloomberg Law Shares Announcement of Four Attorneys Promoted to Partnership  
January 9, 2023
- Attorney At Law Magazine Features Four Lathrop GPM Attorneys Promoted to Partnership in 2023  
January 5, 2023

## News Releases

- Lathrop GPM Leads the Way With Franchise 2024 Lexology Getting the Deal Through  
November 1, 2023
- Nine Lathrop GPM Attorneys Recognized as Franchise Legal Eagles  
April 3, 2023
- Four Attorneys Promoted to Partnership  
January 3, 2023
- Lathrop GPM Leads the Way With Franchise 2023 Lexology Getting the Deal Through  
August 10, 2022
- Eight Lathrop GPM Attorneys Recognized as Franchise Legal Eagles  
April 1, 2022
- Four Attorneys Promoted to Counsel  
January 7, 2022
- Lathrop GPM Franchise Practice Group Closes \$13.5 Million Deal with BBQ Holdings, Village Inn and Bakers Square  
August 3, 2021
- 16 Lathrop GPM Attorneys Recognized as Franchise "Legal Eagles"  
April 1, 2020
- 17 Gray Plant Mooty Attorneys Recognized as 2019 "Legal Eagles"  
April 1, 2019
- Gray Plant Mooty Hires 10 New Attorneys  
October 9, 2018

## Honors

- Selected among *The Best Lawyers in America*, "Ones to Watch," 2024
- *Franchise Times*, "Legal Eagle," 2018-2020, 2022-2023