

Gray Plant Mooty Adds Kirsch, Gilbert to Global Franchise Practice

February 1, 2013

Two high-profile attorneys join the franchise & distribution practice in Washington, D.C.

MINNEAPOLIS, Minn. (Feb. 1, 2013) — Gray Plant Mooty is pleased to announce that Mark Kirsch and Jan Gilbert have joined its 32-member Franchise & Distribution Practice Group, and will practice in the firm's Washington, D.C. office. As principals, these two high-profile attorneys bring more than 50 years of combined experience in the franchise industry, and both have strong backgrounds in domestic and international franchising.

"Gray Plant Mooty's commitment to franchising is demonstrated by the addition of both Mark and Jan to our franchise practice group, which is second to none in the U.S.," said Bruce Mooty, chair of Gray Plant Mooty's board of directors. "We believe Jan and Mark will fit in perfectly with our existing team, and our clients will see tremendous value through the practical experience and savvy that both bring to their franchise practices."

Kirsch focuses his practice on domestic and international franchising and distribution matters, with an emphasis on transactional and regulatory work, mergers and acquisitions, and international franchising. Kirsch is the vice chair of the IFA Supplier Forum Advisory Board and will join the IFA Board in 2013. His accolades include being recognized in Best Lawyers in America, International Who's Who of Business Lawyers, Franchise Times' "Legal Eagles," and Washington, D.C. Super Lawyers. Before joining Gray Plant Mooty, Kirsch practiced at DLA Piper, and most recently at Plave Koch PLC.

"I'm excited to join GPM's franchise practice team, many members of which I've known and respected for years. I'm looking forward to becoming a part of this outstanding group," said Kirsch. "To have so many colleagues with varied franchise specialties with one thing in common—to serve the needs of franchisors both domestically and internationally—is exhilarating."

Gilbert has worked with both start-up and mature franchisors for more than 20 years and counsels them on all aspects of domestic and international franchising. He is currently the articles and topics editor for the American Bar Association Franchise Law Journal and has consistently been named one of The Best Lawyers in America, a "Legal Eagle" by Franchise Times, and a Chambers USA Guide: America's



Leading Lawyers in Franchising, among many other honors. Prior to joining GPM, Gilbert practiced in the Washington, D.C. office of Haynes and Boone, LLP.

"I'm thrilled to have the opportunity to contribute to the depth and breadth of their bench and to the continued growth of Gray Plant Mooty's franchise practice," said Gilbert. "GPM's dedication to customer service matches my own, and I look forward to being a part of its dynamic team on both a national and international level. The energy and enthusiasm coming from the GPM team is contagious, and I can't wait to get started."

Gray Plant Mooty is one of the world's leading franchise and distribution law practices, with offices in Minneapolis and Washington, D.C. This practice serves franchisors in markets throughout the world at all stages of their development, and its energetic and diverse group of more than 32 lawyers and paralegals works in a collaborative environment to bring clients a wide range of experience in every facet of international and domestic franchising.

About GPM:

Gray Plant Mooty is recognized as one of the leading corporate law firms in Minnesota and one of the top franchise firms in the world. Our roots go back to 1866. Today, we are a 170-attorney, full-service firm with offices in Minneapolis and St. Cloud, Minnesota, and Washington, DC. Our attorneys and staff provide exceptional client service and value to our clients, and directly or with our global affiliations, we provide comprehensive legal services on a regional, national, and global basis.