



## Eli Besignor

Partner

he/him/his

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**I thrive on finding creativity within the constraints of the law. While legal boundaries exist, my role is to guide clients through the options available, helping them understand the risks and benefits of each path. It's about crafting the best solution within these frameworks to achieve their goals. One client said, "Eli delivers five-star support. He consistently exceeds our company's expectations with regard to solving problems to achieve our goals. He has never failed to deliver what I consider an excellent work product. He is lightning-fast at replying to inquiries and always gets to the point with a clear answer and the appropriate rationale. Eli is exceptional – a true partner and important member of our team."**

A trusted advisor to franchisors across the U.S., Eli Besignor helps clients navigate the complex franchise, distribution and licensing world. He works closely with emerging and well-established franchise systems, guiding a wide range of day-to-day legal needs, from drafting agreements and commercial contracts to ensuring regulatory compliance and handling franchise registrations. One client stated, "Eli has assisted our company in developing and building a ground-up franchise system in compliance with all federal and state regulations, consistently demonstrating a strong knowledge of franchising, corporate matters and general business issues."

Eli also represents buyers and sellers in mergers and acquisitions involving franchise systems and multi-unit franchisees, including those backed by private equity. His areas of focus include:

- Emerging and mature systems
- Franchise and distribution

### Areas of Focus

#### Services

[Franchise & Distribution](#)

[Mergers & Acquisitions](#)

[Franchise Registration & Compliance](#)

[Multi-Unit Franchising](#)

[Start-Up Systems](#)

[International Development](#)

[Emerging & Mature Systems](#)

- Franchise registration and compliance
- International development
- Mergers and acquisitions
- Multi-unit franchising
- Start-up systems
- US market entry by foreign franchisors

Clients appreciate Eli's calm, focused approach and ability to deliver efficient and effective solutions aligning with their business goals. Whether assisting start-up systems or mature franchises with hundreds or even thousands of units, he takes the time to understand their unique challenges and offers practical, real-world advice. His work spans a variety of industries, including:

- Beauty and spas
- Childcare services
- Cosmetic and medspa
- Elder care
- Fitness, weight loss, and physical therapy
- Home services
- Janitorial and cleaning
- Residential and commercial construction and restoration
- Restaurants and food services
- Retail
- Staffing services

Clients value Eli's strategic guidance, particularly when exploring new opportunities and ensuring legal decisions are made within a broader business context. He brings a collaborative, results-oriented mindset to every engagement and is known for his clear communication and deep commitment to client service. Eli is dedicated to helping franchisors achieve their best possible outcomes.

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## Credentials

### Education

- Villanova University Charles Widger School of Law, J.D.

- University of Michigan, B.A.

## Bar Admissions

- Minnesota

## Recognition

- Selected among *The Best Lawyers in America*®, “Ones to Watch,” 2024-2025
  - *Franchise Times*, “Legal Eagle,” 2018-2020, 2022-2023, 2025
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## 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
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## Publications

- Author, “[U.S. Chapter](#),” *Lexology Panoramic Franchise 2025* (formerly known as *Getting the Deal Through*), July 2024
- 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