



Elizabeth (Liz) Dillon

Partner

she/her/hers

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My role as a lawyer is problem-solving, finding solutions, navigating challenges and listening to clients' needs. One client said, "Liz has been vital to our growth. She's responsive, has extensive franchising knowledge and understands our business and strategy. When other attorneys are involved in our matters, Liz ensures everyone is aligned and working towards our business goals."

With over 20 years of experience, Elizabeth "Liz" Dillon is a trusted advisor to franchisors at every growth stage. She is a member of the firm's Executive Committee and heads the firm's Franchise & Distribution Practice Group. Liz helps franchisors navigate the complexities of franchise development, registration and expansion, positioning their systems for domestic and international success. Her deep understanding of legal and business dynamics makes her an essential partner for companies of all sizes.

Liz concentrates on helping emerging and established brands grow their systems domestically and internationally. She aims to create opportunities for small business owners while seeking practical solutions. Liz states, "Balancing risk according to each client's risk tolerance is essential, as the best solution may not always be explicitly outlined in a contract." She focuses on the following industries:

- Fitness
- Food and beverage
- Health care
- Home services

Areas of Focus

Services

[Corporate & Business](#)

[Franchise & Distribution](#)

[Distribution](#)

[Franchise M&A](#)

[Franchise Registration & Compliance](#)

[Multi-Unit Franchising](#)

[Start-Up Systems](#)

[International Development](#)

[Emerging & Mature Systems](#)

Sectors

[Health Care](#)

[Industrial & Manufacturing](#)

[Restaurant, Food & Beverage](#)

[Wholesale & Retail](#)

[Distribution](#)

- Hotels
- Restaurants
- Manufacturing and distribution

Liz oversees franchise registration for diverse established and emerging brands, drawing on her experience in preparing and registering disclosure documents and franchise agreements. She also advises on the distribution and international sale of goods and helps clients avoid accidental franchises. In mergers and acquisitions, she provides critical franchise, licensing and distribution counsel to ensure seamless transitions. Her global reach includes facilitating franchise expansions across Latin America, the Caribbean, Asia, Europe and the Middle East.

Clients appreciate Liz's ability to simplify complex legal matters and provide practical, actionable solutions. Her responsive and pragmatic approach has been essential in helping franchisors navigate difficult challenges with clarity and creativity. Her determination and skill have earned her recognition from Chambers USA and Chambers Global. As a Certified Franchise Executive through the Institute of Certified Franchise Executives, Liz is committed to supporting clients' success, whether they are local startups or multinational franchise brands.

Credentials

Education

- University of Wisconsin-Madison Law School, J.D., 2004, cum laude
- University of Wisconsin-Madison, undergraduate degree, 2001, with honors

Bar Admissions

- Minnesota
- Wisconsin

Recognition

- Selected among *The Best Lawyers in America*®, 2018-2025
- Minnesota State Bar Association, "North Star Lawyers," 2019, 2023
- *Chambers USA: America's Leading Lawyers for Business*, Nationwide Franchise, 2011-2024
- *Chambers Global*, Franchising, 2013-2025
- *Franchise Times*, "Legal Eagle," 2007-2011, 2013-2020, 2022, 2024-2025
- *Minnesota Monthly*, "Minnesota's Top Lawyers," 2022, 2024
- *Thomson Reuters*, "Minnesota Super Lawyers®," 2022-2024

- "Minnesota Rising Star," 2007, 2009-2018
 - *Lexology Index*, Thought Leader – USA Franchising, 2025
 - *Lexology Franchise Guide (formerly Who's Who Legal)* , 2013-2023
 - *2021 Flex Success® Award*, Diversity & Flexibility Alliance, 2021
 - *Minnesota Lawyer*, "Up and Coming Attorney," 2009
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Presentations

- Co-presenter, "Selecting Your Market Entry Strategies: Master, Developer, or JV?" 2025 IFA Annual Convention, February 12, 2025
- Co-presenter, "Let's Talk Franchising: An Introduction for Prospective Franchisors and Franchisees," Neighborhood Development Center, May 23, 2024
- 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," 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: Remedying Mistakes in the Pre-Sale Disclosure Process,” International Franchise Association’s 44th Annual Legal Symposium, May 1, 2011
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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
 - 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
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Professional Activities

- International Franchise Association, International Committee 2022-present
- International Franchise Association, Supplier Forum Advisory Board, 2024-present
- 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, Former chair
- Advocates for Human Rights, Volunteer Attorney
- Call for Justice, Former Board Member