



Thomas Pitegoff

Principal

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Thomas Pitegoff is an internationally recognized leader in the franchise field. Tom counsels international, national, regional and start-up franchisors in a variety of industries to structure their franchise systems effectively and comply with state and federal franchise laws. He represents foreign franchisors in their U.S. business and U.S. franchisors expanding abroad. He also represents multi-unit franchise developers and assists clients in resolving issues with state franchise regulators.

With a wide-ranging business transactions background, Tom also advises businesses on alternatives to franchising. His work includes acquisitions of closely-held companies, license and distribution agreements, service agreements, information technology agreements and intellectual property counseling. He also acts as general U.S. counsel for foreign companies and provides outside general counsel services for U.S. companies.

Tom has written extensively on franchise and other business law topics both for bar journals and books and for those in the business of franchising. To see some of his writings, go to the [Franchise Alchemy](#) tab at the top of his bio.

Education

- Syracuse University College of Law (J.D.)
- Sarah Lawrence College (B.A.)

State Bar Admissions

- New York

Professional Affiliations

- International Franchise Association, Member of the Legal Legislative Committee
- Forum on Franchising, American Bar Association, Member
- Forum on Franchising, American Bar Association,
- Former Member - Governing Committee and Former Editor - Franchise Law Journal

Services

- Business Law and Transactions
- Franchise Law
- Hospitality
- International

- New York State Bar Association, Chair of the Business Law Section (2022-2023)
- New York City Bar Association, Member
Governing Committee of the Forum on Franchising, Member
- Franchise Law Committee of the NYSBA's Business Law Section, Former Chair

Recognitions

- Named to *The Best Lawyers in America*® for Franchise Law (2013-2026)
- Selected to New York Metro Super Lawyers® list for Franchise/Dealership, Business/Corporate, and International Law (2008-2023, 2025-26)
- Franchise Law "Lawyer of the Year" for New York, NY
- Martindale-Hubbell AV Preeminent® Rated Attorney
- Who's Who Legal (London)
- Legal Eagle, Franchise Times Magazine

Publications & News

May 15, 2026

Offit Kurman Attorneys Recognized in 2026 New York Metro Super Lawyers® and Rising Stars Lists

October 30, 2025

Sixteen Offit Kurman Attorneys Recognized in 2025 Edition of New York Metro Super Lawyers

August 21, 2025

98 Offit Kurman Attorneys Recognized in Best Lawyers in America and Ones to Watch Lists

November 19, 2024

Offit Kurman Attorneys Featured in Global Franchise Magazine on Expanding U.S. Brands Overseas

October 24, 2024

Thirteen Offit Kurman Attorneys Recognized in 2024 Edition of New York Metro Super Lawyers

August 30, 2024

Attorney Thomas M. Pitegoff Co-Authors Article in New York Journal Discussing Law Amendments to Promote Franchise Growth in New York

December 4, 2023

Tom Pitegoff to Serve as Faculty for New York State Bar Association CLE Webinar

October 12, 2023

Offit Kurman Represents United Corporate Services, Inc. in Acquisition of CLAS Information Service

October 11, 2023

Seven Offit Kurman Attorneys Named to 2023 New York Metro Super Lawyers and Rising Stars Lists

September 29, 2023

Tom Pitegoff Published in the New York Law Journal on Corporate Transparency Act

April 20, 2023

Offit Kurman Hosts Corporate Transparency Act Webinar

March 2, 2023

Thomas Pitegoff Recognized on Franchise Times' 2022 Legal Eagles List

February 24, 2023

Thomas Pitegoff to Moderate New York State Bar Association's Corporate Transparency Act – Part 2

February 11, 2023

Tom Pitegoff Published in The Franchise Lawyer Winter 2023 Edition

October 20, 2022

Tom Pitegoff Published in New York Law Journal

July 15, 2022

Thomas Pitegoff Featured in NY Business Law Journal

January 30, 2022

Thomas Pitegoff Published in NY Business Law Journal in January 2022

April 30, 2021

Tom Pitegoff Published in New York Business Law Journal

April 20, 2021

Stuart Newman and Tom Pitegoff Featured in the New York Business Law Journal as it Celebrates 25 Years

April 1, 2021

Franchise Times Recognized Offit Kurman's Thomas Pitegoff as a 2021 Legal Eagle

Featured Works

Publications

- "Expanding Franchises Beyond U.S. Borders," Global Franchise Magazine: Issue 56, Co-Author, Nov. 13, 2024
- "Book Review: Franchising Strategies: The Entrepreneur's Guide to Success," Author, The Franchise Lawyer, ABA, Winter 2023
- "FinCEN Issues Final Rule for Beneficial Ownership Reporting under Corporate Transparency Act," Co-Author, offitkurman.com, Nov. 2022
- "Removing an Impediment to Franchising in New York," Author, New York Law Journal, Sept. 2022

- "The State of New York Business Law," Author, New York Law Journal, Jan. 2022
- "The Terrifying New York Definition of a Franchise," Author, New York Business Law Journal, Vol. 25 Issue 1, New York State Bar Association, Apr. 2021

Additional Publications

- "How New York Can Be a Center for International Franchising," Author, New York Business Law Journal, Vol. 24 Issue 1, New York State Bar Association, Summer 2020
- "Exemptions and Exclusions Under Federal and State Franchise Registration and Disclosure Laws," Co-Author, New York Law Chapter, American Bar Association, Mar. 2017
- "Structuring a Multi-Unit Franchise," Author, Modern Restaurant Management, Jul. 2017
- "When Are Parent Company Financial Disclosures Required?" Author, Modern Restaurant Management, Jun. 2017
- "Testing a New Franchise Concept," Author, The Licensing Journal - Wolters Kluwer and Modern Restaurant Management, Vol. 37, Issue 4, Apr. 2017
- "Ins and Outs of Suspending Franchise Sales," Author, Modern Restaurant Management, September 2016
- "Will Recent Changes in California's Franchise Law Blaze a Path for Other States?" Author, Modern Restaurant Management, Feb. 2016
- "California Toughens Its Franchise Relationship Law," Author, The Licensing Journal - Wolters Kluwer, Feb. 2016 and Core Compass, Nov. 2015
- "State Regulation of Business Opportunities," Author, Core Compass, Jan. 2016
- "Is Qualification Necessary to Franchise Across State Lines?" Co-Author, The Franchise Lawyer, Vol. 18 Issue 2, American Bar Association, 2015
- "Albany Bill Would Scare Off New Biz," Author, Crain's New York Business, May 2015
- "An Undesirable Consequence," Author, QSR, Nov. 2014
- "To Franchise or Not to Franchise," Author, The Franchise Handbook, Summer 2014
- "Momentum Builds for New York to Revamp Its Franchise Law," Author, The Franchise Lawyer, Vol. 17 Issue 1, American Bar Association, 2014
- "Expanding Smart: Is Franchising Right for Your Restaurant Concept?" Author, Food & Drink Magazine, Spring 2014
- "Fashion Law: A Guide for Designers, Fashion Executives and Attorneys," Author, Chapter: Starting the Business and Launching the Line, Fairchild Books, 2010
- "Fundamentals of Franchising," Co-Author, 3rd Edition, Chapter on Franchise Relationship Law, American Bar Association; based on the article by Tom Pitegoff entitled "Franchise Relationship Laws: A Minefield for Franchisors," Vol. 45 Issue 289 Business Law, 1989
- "Franchising in New York After the Revised FTC Rule," Author, New York Business Law Journal, Vol. 11 Issue 2, New York State Bar Association, Fall 2007
- "International Franchising," Author, Franchise, Distribution and Licensing Law Presentation for New York State Bar Association, Jun. 2002
- "Drafting Effective Franchise Agreements," Co-Author, Essentials of Franchising, Jul.

2000

- "Choice of Law in Franchise Relationships: Staying Within Bounds," Author, Franchise Law Journal, Vol. 15, Issue 4, Spring 1995
- "Ways to Avoid Being a Franchise," Author, Franchise Law Journal, Vol. 12 Issue 2, Fall 1992

Speaking Engagements

- Tom frequently speaks on franchise law subjects and other legal topics.

Franchise Alchemy

January 23, 2026

New York's LLC Transparency Act Now in Effect

New York Governor Kathy Hochul signed the New York Limited Liability Company Transparency Act ("NY LLCTA") into law in December 2023. Under the NY LLCTA, covered companies became subject to certain new reporting requirements that became effective January 1,...

November 15, 2023

How to Bring a Franchise Brand to the US

Originally posted 2/3/2015. No content changes. What's the best way for a successful franchisor outside the U.S. to launch its brand within the U.S.? Here is one suggested approach: Start small. Begin with a test. See what works and...

November 13, 2023

SBA-Backed Franchise Lending

Originally posted on October 24, 2018 content updated on November 13, 2023 This blog post may contain information that was accurate at the time of publication but could become outdated over time. We strive to provide relevant and timely...

November 6, 2023

Structuring a Multi-unit Franchise

Originally posted 7/25/2017, no content changes. A multi-unit franchise owner can structure its operations in a number of ways, but one approach in particular often makes a lot of sense: a developer entity that acts as the parent company...

October 20, 2023

When are Parent Company Financial Disclosures Required?

Originally posted 5/22/2017, no content changes. A franchisor selling franchises in the U.S. must disclose its audited financial statements in Item 21 of the franchise disclosure document (FDD). Sometimes, parent company financials are used instead of the franchisor's financials. ...

October 13, 2023

Testing a New Franchise Concept

Originally posted 3/16/2017, no content changes. One of the toughest challenges an aspiring franchisor may face is selling its first franchise. Who would take the risk of buying a franchise from a franchise company that has no franchisees? For...

October 2, 2023

Correcting an Accidental Franchisor Violation

Originally posted 10/31/2016, no content changes. What's a franchise? Franchise registration and disclosure laws define a "franchise" more broadly than people generally realize. A company may be franchising without knowing it. The "license" agreement may have been drafted, for...

September 27, 2023

Notice of Rights Enhances Trade Secret Protection

In order to access the full range of remedies the Defending Trade Secrets Act of 2016 (DTSA) offers, a trade secret owner must notify employees and contractors of certain rights they have under the DTSA. The DTSA allows a...

September 19, 2023

Suspending Franchise Sales

In several states that require franchise registration, franchisors should suspend franchise sales while an amendment or renewal application is pending with the state. Franchisors commonly suspend franchise sales pending registration in most states that require franchise registration. But California and...

September 4, 2023

What's a Biz Op?

What's a business opportunity or, as we often say, a "biz op"? The Federal Trade Commission (FTC) regulates biz op sales under its authority to regulate unfair or deceptive trade practices. The FTC's definition of a business opportunity differs...

August 23, 2023

What's an Exclusive Territory?

The extent of a franchisee's territorial rights is the subject of Item 12 of the franchise disclosure document (FDD). One of the questions franchisors must address in Item 12 is whether the territory is exclusive. If the territory is...

August 9, 2023

Some Multi-Unit Franchisees are Public Companies

While most of the private equity and public offering activity of franchise companies focuses on franchise brands and systems, every now and then a large, multi-unit franchisee will go public or seek private equity financing. Public company franchisees may trade...

July 21, 2023

Franchising for the Greater Good

Nonprofit organizations and franchised businesses operate in separate worlds. But sometimes those worlds meet in a way that can be mutually beneficial. When the franchise benefits the mission of the nonprofit, the organization might consider forming a separate entity...

June 12, 2023

COVID-19 and State Franchise Renewals

Originally posted on June 12, 2020, content updated on June 12, 2023. This blog post may contain information that was accurate at the time of publication but could become outdated over time. We strive to provide relevant and timely...

November 3, 2022

FinCEN Issues Final Rule for Beneficial Ownership Reporting under Corporate

Transparency Act

On September 30, 2022, the Financial Crimes Enforcement Network (FinCEN) within the U.S. Department of Treasury issued final regulations under the Corporate Transparency Act (CTA) that will require most small domestic and foreign business entities which are registered to...

April 6, 2021

The Terrifying New York Definition of a Franchise

As Published in the New York Business Law Journal Licensing is big business. Brand owners may license selected product lines, create brand extensions, enter new markets or simply enhance their brands through licensing. But few brand owners know that...