

Richard S. Frazer

Of Counsel



New York, NY



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Richard Frazer co-chairs Pryor Cashman's Restaurant, Food + Beverage Group, and is a member of the Hotel + Hospitality and Corporate Groups.

A self-proclaimed "foodie" and member of the James Beard Foundation, Rich represents celebrity chefs, food manufacturers, independent restaurants, specialty food stores, local chains, and some of the nation's largest franchisees.

Rich's "soup to nuts" legal representation reflects his deep understanding of the business issues restaurant owners, investors, manufacturers, and distributors face and enables his clients to save time and money by having a single firm handle all their legal matters. Rich advises on business formation, startup and expansion financing, licensing, operational issues, and franchising. He provides clients with the sound counsel they need to grow and protect their businesses, brands, and bottom lines. He carefully negotiates and drafts contracts that enable clients to expand their markets and profit margins while protecting their reputations and interests.

Rich stays on top of trends in his industry by frequently attending restaurant openings, food, and wine tastings. He is also a regular contributor to popular food websites such as Chowhound and The Daily Meal.

Providing Counsel to Corporations Around the World

In the corporate arena, Rich offers his clients goal-driven, practical advice on matters ranging from business formation and financing to labor and employment issues to corporate expansions and brand optimization.

Rich works on major transactions for foreign and domestic companies and investment banks, including:

- Mergers and acquisitions
- Dispositions
- Joint ventures
- Tender offers
- Recapitalizations
- Spinoffs
- Asset and stock purchases
- Trademark and intellectual property acquisitions and sales
- Leveraged buyouts
- Private debt and securities offerings

Companies that have recently gone public as well as established publicly traded entities look to Rich for guidance on the Securities and Exchange Commission (SEC) compliance. He provides counsel on disclosure and regulatory obligations under the Securities and Exchange Act of 1934 and the Sarbanes-Oxley Act.

Rich also represents private equity funds and investment advisors in connection with hedge fund formation and assists life sciences and technology companies with formation, corporate governance and venture capital financing. His counsel further extends to general contract negotiations and executive compensation and employment matters.

Services

- Cannabis
- Corporate
- Leasing
- Mergers + Acquisitions (M+A)
- Restaurant, Food + Beverage
- Securities + Corporate Finance
- SEC + Corporate Governance
- White Collar + Regulatory Enforcement

Education

- New York University School of Law (J.D., 1987)
 - Phi Beta Kappa
- New York University (B.A., *magna cum laude*, 1984)

Recognition

- Named to the *Best Lawyers in America* list for Franchise Law (2024-26)
- Named one of the country's top M&A - Middle Market lawyers by *The Legal 500 US* (2012, 2016-18)

Admissions

- New York, 1987

Professional Affiliations

- New York State Bar Association

Publications

August 21, 2023

Required Reading for Prospective Franchisees

August 4, 2023

Frazer Discusses Passage of NYC Bill to Create Nation's Largest Permanent Outdoor Dining Program
Law360

February 8, 2019

New York City Health Department Bans Sale of CBD-Infused Food and Beverages

September 29, 2017

Frazer Explains the "Three-LLC Minimum" of Restaurant Formation

July 2, 2015

How The Affordable Care Act Will Affect Restaurants And Vending Machine Operators