

A.Y. Strauss Welcomes Marisa Rauchway, Esq. as Chair of Firm's Franchise Group

A.Y. Strauss, a leading boutique law firm focused on commercial transactions and litigation in the areas of real estate, franchise law, construction contracting, bankruptcy, and labor & employment, is pleased to announce that Marisa Rauchway has joined as a partner and chair of the firm's Franchise Group.

"We are pleased to welcome Marisa to lead our franchise team, enhancing the capabilities we are able to provide to our clients," said Aaron Y. Strauss, firm managing partner. "Marisa's franchise experience paired with her work as a corporate attorney and litigator further adds to the level of service we provide."

Marisa assists prospective franchisees, emerging concept franchisors, and current single and multi-unit franchise operators as they navigate legal issues both in and out of court. Her national franchise practice includes working with potential and existing franchisees throughout their relationships with franchisors. Marisa counsels clients through the purchase process, FDD/franchise agreement/area development agreement review and negotiation, lease negotiations, multi-unit and area development expansion, as well as sales and transfers. She also provides counsel to franchisors at each stage of the franchise development life cycle and regularly advises clients on the extent to which their business relationships may be a "hidden franchise" governed by the New Jersey Franchise Practices Act.

"I am thrilled to be joining a dynamic, extremely talented group of lawyers who collectively have the ideal skill set to

serve the needs of the franchise and business communities. The firm's leadership and focus on putting client relationships first are exactly in line with how I have practiced law my whole career, and I look forward to continuing to serve the needs of our clients together," said Marisa.

Marisa earned her J.D. from Boston University Law School and her B.A. from Princeton University. She holds a Certified Franchise Executive™ designation from the Institute of Certified Franchise Executives and served as co-chair of the New York/New Jersey Chapter of the Women's Franchise Network, part of the International Franchise Association, from 2016 to 2021.

About A.Y. Strauss

A.Y. Strauss provides legal counsel for commercial transactions and litigation in the areas of commercial real estate, construction contracting, bankruptcy, franchise law, and labor & employment. With the intellectual depth of a large firm and the personalized touch of a boutique, the firm's lawyers represent emerging businesses, institutional clients, and high net worth individuals, in domestic and international matters. The dynamic culture and collaborative working environment at the firm provides a healthy work-life balance for its team members, with a focus on giving back to the communities the firm serves. A.Y. Strauss has offices in Roseland, NJ and New York, NY. For more information, visit <https://www.aystrauss.com/>.