



Michael S. Rosenthal

Partner

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Mike's practice primarily involves the representation of franchise, professional franchise and service industry clients, providing both day-to-day business counseling and advice, as well as litigation services when necessary. He has represented numerous startup franchisors, sellers of business opportunities, and other sellers in licensing and distribution arrangements and counsels on ways to structure their business. Mike files necessary government registrations and disclosures, addresses regulatory problems and concerns and represents his clients in court to protect their interests. He particularly enjoys working with clients in the planning stages in order to avoid regulatory and other issues.

Before Fox Rothschild

Mike was a partner at Smith Moore Leatherwood LLP, which combined with Fox Rothschild in 2018.

After graduating law school, Mike served four years as an Assistant Attorney General for the State of Georgia. Following his entry into private practice in 1984, Mike remained active in service to the State of Georgia, both in the Governor's Office of Consumer Affairs (as Coordinator of Special Projects) and as a Special Assistant Attorney General. Until its 2007 sale for \$6.2 Billion, Mike served as an independent Director of Inland Retail Real Estate Trust, Inc. (IRRETI), a public real estate investment trust which was one of the largest owners of retail space in the Southeast. IRRETI managed over 300 retail shopping centers or single tenant properties, primarily east of the Mississippi River.

Beyond Fox Rothschild

Michael is a member of the board of directors of the Exit Planning Exchange Atlanta Chapter.

Practice Areas

- Corporate
- Franchising & Distribution
- Business Succession Planning
- Emerging Companies & Venture Capital
- Litigation

Bar Admissions

- Georgia

Education

- University of Florida, Levin College of Law (J.D., 1980)
- University of Florida

Memberships

- American Bar Association Forum on Franchising
- Georgia Bar Association Franchise and Distribution Law Section
- University of Florida, Alumni Association's Atlanta Regional Council
- University of Florida, Alumni Advisory Board to the Department of Political Science

Board of Directors

- Exit Planning Exchange, Atlanta Chapter