

Chiesa Shahinian Names First Franchise Law Team Leader

By Jake Maher

Law360 (February 16, 2023, 2:45 PM EST) -- Chiesa Shahinian & Giantomasi PC named an inaugural leader for the firm's franchise law team, choosing a former chair of the franchise law group at A.Y. Strauss LLC and a longtime expert on the corporate and litigation sides of franchising to guide and expand the team.

Marisa Rauchway joined Chiesa Shahinian as a partner in the firm's new Roseland, New Jersey, headquarters, the firm announced last week, becoming the recently formed franchise law team's first-ever leader.

"This is an incredibly unique, extremely exciting opportunity, due to CSG Law's extraordinary platform and broad reach in New Jersey and beyond," Rauchway wrote in an email to Law360 Pulse on Thursday. "My franchise clients — both big and small — often need a wide variety of legal services, and CSG Law offers truly 'best-in-class' practice groups for virtually every conceivable client need."

Chiesa Shahinian's franchise team is a "collaboration of attorneys with both franchise-specific practices, as well as complementary practice areas," Rauchway said, including real estate, corporate law, employment law, intellectual property and immigration, among others.

Her goal for the team is to continue growing and adding talent and, as the first person to lead the franchise team, to establish Chiesa Shahinian's reputation as a go-to partner for the community of franchisors.

"It is a privilege to be the first to lead CSG Law's franchise team, and to set the benchmark of excellence for this team that has become synonymous with the CSG Law brand in general," Rauchway said.

Rauchway's personal practice covers a range of areas of franchise law, including helping prospective franchisors navigate the franchising process, advising clients on expanding their portfolio through sales and transfers and representing clients in litigation such as landlord-tenant cases and shareholder disputes.

Rauchway has worked with clients in industries from luxury watches and jewelry to food and beverages, appliances, furniture and outdoor recreation, according to Chiesa Shahinian.

She began work at Sills Cummis & Gross PC after getting her law degree at Boston University School of



Marisa Rauchway

Law and her undergraduate degree at Princeton University. She also has a certificate in franchise management from Georgetown University.

After Sills Cummis, she spent about four years at Chiesa Shahinian, making her return to the firm now feel like "coming home in every sense of the word," Rauchway said.

Rauchway said she got her start in franchise law by "fortuitously" working on several franchise cases early in her career as a commercial litigator, work she enjoyed so much she decided to stick with it.

"I have also always enjoyed collaborating with business owners and those with an entrepreneurial spirit," she said. "The franchise practice ended up being a great fit."

Rauchway is the second member of A.Y. Strauss' franchise law group to change firms in recent weeks. In late January, Evan Goldman, formerly a partner at A.Y. Strauss, moved to Greenspoon Marder LLP to serve as co-chair of the franchise group there.

--Editing by Stephen Berg.