



MATTHEW J. KREUTZER

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EDUCATION

George Washington University Law School
(J.D., 1998)

American University
(B.S., 1995)

PRACTICE AREAS

Franchising and Franchise Litigation
Intellectual Property Litigation
Business Litigation

ADMITTED TO BAR

Nevada
California
Maryland

PROFESSIONAL ACTIVITIES

State Bar of Nevada
State Bar of California
State Bar of Maryland
Clark County Bar Association
California State Bar (Franchise Law
Committee)
American Bar Association (Forum on
Franchising)
International Franchise Association

LAW PRACTICE

Matt Kreutzer serves as Chair of the firm's Franchise, Distribution, and Antitrust practice group. For businesses and their owners, he advises on general corporate issues and is well-versed in all stages of development of franchise systems, including distribution. He assists companies in developing, protecting, and licensing franchise systems by creating and registering Franchise Disclosure Documents (formerly known as Uniform Franchise Offering Circulars) and by drafting other critical operational documents.

As a litigator, Matt represents his franchise clients through mediation, arbitration, and litigation involving encroachment, monetary defaults, federal Lanham Act violations, legal releases, system standards defaults, and compliance with state and federal laws and business transfers.

For non-franchise individuals and companies, Matt counsels on organizational and operational needs and assists with contract disputes, covenants not to compete, wrongful termination, civil fraud, and Racketeer Influenced and Corrupt Organizations (RICO) Act claims.

SIGNIFICANT ACCOMPLISHMENTS

In Business Las Vegas "40 Under 40" outstanding young professionals (2010)

PRESENTATIONS & PUBLICATIONS

An authority on franchise issues, Matt frequently serves as a guest speaker at programs around the country. He is a repeat contributor to the Clark County Bar Association magazine, *The Communique*, and has written for other area publications like the *Las Vegas Business Press* and the Chamber of Commerce *Business Voice*.

Author, Forward Franchising Blog www.forwardfranchising.com

Co-presenter, "Franchise Law Update and Discovery Day Best Practices," Franchise Forum (August 2010)

Speaker, "Do You Want Fries With That? Franchising Laws and Practice Today," Armstrong Teasdale CLE client seminar (April 2010)

Speaker, "Franchising 101: Practice Considerations for the Franchise Relationship," National Franchise and Business Opportunities Expo (March 2010)

Co-Presenter, "The Essentials of Franchise Law," State Bar of California Business Law Section (February 2010)

Presenter, "Franchising 101: Practical Considerations in Franchising," National Franchise and Business Opportunities Expo (November 2009)

Author, "Franchising as a Growth Strategy," *Business Resource Guide of Greater Las Vegas* (October 2008)

Co-Presenter, "Understanding the Amended Franchise Rule," Franchise Broker Symposium (May 2008)

Author, "The Unintended Franchise: A Trap for Unwary Business Owners," *The Communique* (December 2007)

Co-Author, "Is Franchising Right for You?," *Business Voice* (December 2007)

Co-Author, "Asymmetry and Invalid Arbitration Clauses," Law Journal Newsletters (April 2004)

