



ROBERT A. STEINBERG, ESQ.
(Franchise)



Mr. Steinberg's mediation practice focuses on business-related cases. He is known for his technical legal expertise, his innovative solutions to difficult business disputes, and his insight into parties' motivations.

Mr. Steinberg previously represented both franchisors and franchisees. He personally prepared and filed the Uniform Franchise Offering Circular in all fifty states, with appropriate state modifications, and is familiar with the franchise laws of most states. He advised his clients on such issues as whether their business operations constitute a "franchise," trademark issues, the interpretation, modification and termination of the franchise agreement, and other operational issues.

Career Highlights

- Mr. Steinberg has successfully resolved hundreds of mediated cases. In his twenty-five year career as a corporate, securities and tax lawyer and as a litigator, Mr. Steinberg handled billions of dollars in transactions and obtained tens of millions of dollars in tax refunds.
- As partner-in-charge of the Los Angeles office of an international law firm, Mr. Steinberg increased annual distributable income per partner by more than \$300,000 in fewer than four years.
- 150 of Mr. Steinberg's partners honored him with an award for "Outstanding Teamwork and Collegiality."
- Mr. Steinberg has extensive experience with multinational and multicultural matters.

Mr. Steinberg has published more than fifty articles and presented more than thirty seminars on settlement advocacy, case evaluation, negotiation strategy and tactics, and mediation. He received his undergraduate degree from the University of Michigan (Honors in English), his law degree from Duke University, and his Masters of Law (in Taxation) degree from New York University.