



Beata Krakus

Partner | Co-Group Leader, Franchise Industry

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In her franchise law practice, Beata works with clients across the U.S. and around the world. She has prepared franchise programs for concepts including real estate brokerages, hotels, restaurants, and fitness programs and health care-related franchise programs, to name a few. She focuses on guiding clients through franchise compliance issues and facilitating mergers, acquisitions, and other transactions. Additionally, Beata helps clients avoid litigation through proactive counsel.

Her practice focuses on:

- Assisting with U.S.-wide registrations of franchise programs.
- Advising on exemption-based franchising, avoiding certain franchise, and business opportunity regulations.
- Advising on implementing marketing funds and national advertising programs.
- Advising on pre-litigation disputes with franchisees and master franchisees.
- Negotiating area development agreements and other complex agreements with large franchisees and area developers.
- Serving as mergers and acquisitions special counsel on franchise law matters.
- Assisting with international deals.

Beata also assists clients with implementing and managing other distribution models, such as distributors/dealers (including international distribution arrangements), sales representatives, or a combination of the two. She works with clients to ensure form contracts are up to par, navigate equipment dealer laws, and assist with terminations and renewals.

The myriad aspects of international deals can be challenging, but Beata's experience as an attorney in three countries — the U.S., Sweden, and Poland — gives her a deeper understanding of differences in law and culture. She is fluent in Swedish and Polish, which enhances her ability to navigate international matters. Her relationships with foreign counsel have helped her build a referral network of trusted advisors.

Beata is regularly ranked as one of the "Leaders in Their Field" in Franchise Law by

Practices & Industries

- Energy Industry
- Franchising & Distribution Industry
- Distribution
- Established & Growing Franchisors
- Franchising Regulatory Compliance & Exemptions
- Start-Up Franchisors
- Business Law
- International
- Joint Ventures & Strategic Alliances
- Data Privacy & Cybersecurity
- Private Wealth Services
- Private Equity
- Franchising & Distribution
- Energy
- Convenience Retailing
- Energy Litigation
- Oil & Gas
- Renewables
- Utilities

Chambers USA: America's Leading Lawyers for Business, which has commended her "extensive experience in handling a range of corporate and M&A matters for franchisor clients." She is also recognized by Chambers Global in its "Global Market Leaders" for Franchising.

- Mobility, Consumers & Products

When not practicing law, Beata is often exploring the world – whether through cooking or baking foods from around the globe or planning her next family trip.

Education

- Loyola University Chicago School of Law (J.D., *cum laude*, 2002)
- Stockholm University (Swedish equivalent of J.D. and Master of Law, 1997)

Bar Admissions

- Illinois

Professional Affiliations

- American Bar Association Forum on Franchising (*Former Governing Committee Member, 2016-2022*)
- *The Franchise Lawyer* (*Former Associate Editor*)
- IBA International Franchising Committee (*Officer, 2023-present*)
- North American Securities Administrators Association Franchise and Business Opportunities Project Group (*Advisory Committee Member, 2024*)
- International Franchise Association
- Swedish-American Chambers of Commerce, National Organization (*Board of Directors, 2006-present*); Chicago Chapter (*Board of Directors, 2006-present*)
- International Distribution Institute

Firm Involvement

- Co-Group Leader, Franchise & Distribution Industry

Awards & Honors

- Ranked as one of the U.S.'s "Leaders in Their Field" in Franchise Law by Chambers USA: America's Leading Lawyers for Business (2015-2026)
- Recognized by Chambers Global, Global Market Leaders, Franchising (2016-2019; 2026)
- Named to *The Best Lawyers in America*®, Franchise Law (2013-2026)
- Named *Best Lawyers*® Franchise Law "Lawyer of the Year" in Chicago (2021; 2025)
- *Franchise Times*, Legal Eagle (2013-2023)
- Who's Who Legal: Franchise (2011-2027); Global Elite and USA Thought Leader (2020-2027)
- Franchise Times, Legal Eagles Hall of Famer (2022)
- *Crain's Chicago Business*, Notable Women in Law (2020)
- American Bar Association Forum on Franchising, Chair's Future Leader Award (2013)
- Named to Illinois Super Lawyers list, Franchise/Distribution (2023-2026)

- Named to the Illinois Super Lawyers Rising Stars list (2010-2013)
- AV Preeminent®, Martindale-Hubbell® Peer Review Ratings™
- Illinois Leading Lawyers, Franchise & Dealership Law and International Business & Trade Law

News & Media

July 2, 2026

California Franchise Broker Registration Law Takes Effect July 1, 2027: What Franchisors, Franchise Brokers, and Franchise Sales Organizations Need to Know

June 4, 2026

UB Greensfelder Earns Top Rankings in Chambers USA 2026 Edition

May 7, 2026

NASAA Adopts Model Act Targeting Franchise Broker Regulation

February 13, 2026

UB Greensfelder Franchise Co-Leader Beata Krakus Earns Recognition by Chambers Global

August 21, 2025

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2026 List

June 5, 2025

UB Greensfelder Expands Chambers USA Rankings with 13 Practices and 24 Attorneys Recognized in the 2025 Edition

February 14, 2025

UB Greensfelder's Immigration and Franchise Attorneys Earn Recognition by Chambers Global

January 21, 2025

Illinois Super Lawyers Recognizes 11 UB Greensfelder Attorneys in 2025

August 15, 2024

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2025 List

June 6, 2024

Nine UB Greensfelder Practices and 22 Attorneys Recognized by Chambers USA 2024

April 24, 2024

FTC Issues Rule Prohibiting Non-Competes

February 19, 2024

UB Greensfelder Attorneys Named to Illinois Super Lawyers Lists

August 17, 2023

Best Lawyers 2024 Edition Lists 66 Greensfelder Attorneys, Including Five "Lawyers Of The Year"

June 1, 2023

Greensfelder Practices and Attorneys Earn High Rankings in Chambers USA 2023 Guide

January 26, 2023

Greensfelder Attorneys Named To Who's Who Legal: Franchising For 2022

December 8, 2022

Beata Krakus Named 2022 Global Elite Thought Leader in Franchise Law

August 18, 2022

Best Lawyers 2023 Edition Lists Over 60 Greensfelder Attorneys, Including Five St. Louis 'Lawyers Of The Year'

June 1, 2022

Greensfelder Practices and Officers Earn Rankings In Chambers USA 2022 Edition

August 19, 2021

Best Lawyers 2022 Edition Lists 60 Greensfelder Attorneys, Including Three St. Louis 'Lawyers Of The Year'

May 20, 2021

Greensfelder Practices and Attorneys Earn High Rankings in Chambers USA 2021 Guide

Publications & Presentations

PUBLICATIONS

Articles & Books

- "La livraison de services par des tiers n'a pas que des avantages pour les franchiseurs et les franchises" (The delivery of services by third parties does not only have advantages for franchisors and franchisees), *Taylor Wessing Newsletter Franchise & Distribution* (French language, January 2022)
- Greensfelder Officers included in latest Loyola Law News, *Loyola Law Alumni Events & News* (November 2020)
- "Commercial Agency Distributorship Law," *GTDT Practice Guides: Franchise, Chapter 11* (May 2019)
- Co-author, "The Annotated Franchise Agreement," *ABA Forum on Franchising* (2018)
- "Lenders Beware: Potential Red Flags When Financing Franchises," *ABF Journal* (November/December 2017)
- Co-editor, "Exemptions and Exclusions under Federal and State Franchise Registration and Disclosure Laws," *American Bar Association* (2017)
- "Good Faith: The European View," *Commercial Leasing Law & Strategy* (December 2014)
- "Lessons to be Learned from the European View of Good Faith," *Franchising Business & Law Alert* (September 2014)
- "What Can U.S. Legislators Learn from the European View of Good Faith?,"

Franchising Business & Law Alert (August 2014)

- "The Implied Covenant of Good Faith and Fair Dealing under U.S. Law," *Franchising Business & Law Alert* (March 2014)
- "Barriers, Foreseen and Unforeseen, Face Franchisors Entering the U.S.," *Franchising World*, reprinted with permission of International Franchise Association (January 2014)
- "Due Diligence on Franchising Systems," *Mergers and Acquisitions of Franchise Companies*, American Bar Association, *Forum on Franchising*, 2nd Edition (January 2014)
- "Franchisee Bankruptcies and Receiverships: What You Don't Know Might Surprise You," *LJN's Franchising Business Law Alert* (March 2013)
- "New FTC Business Opportunity Rule May Apply to Some Exempt Franchisors," *The Franchise Lawyer* (January 2013)
- "The New FTC Business Opportunity Rule Makes Waves: Impact on Franchise Systems," *Franchising World* (October 2012)
- "Social Media: The Legal Implications on Franchise Systems," *LJN Franchising Business & Law Alert*, Vol.18, No.6 (March 2012)
- "Recent Changes to the FTC Business Opportunity Rule: A Trap for the Unwary," *International Journal of Franchising Law*, Vol.10, Issue 1 (2012)
- "Fractional Franchise Exemption: Friend or Foe?," *Franchise Law Journal*, Vol.30, No.2 (Fall 2010)
- "Changes to the Illinois Franchise Disclosure Law Effective October 1, 2009," *LexisNexis Emerging Issues Analysis* (November 2009)
- "Do Franchise Agreements Without Formal Expiration Dates Continue in Perpetuity?," *Franchise Law Journal*, Vol.28, No.4 (Spring 2009)
- "Observations on Negotiating Franchise Agreements in Today's Legal Environment," *LJN Franchising Business & Law Alert* (January 2007)
- "A Time of Change? Franchising in Poland," *International Franchising Newsletter of the International Bar Association Section on Business Law* (October 2004)

PRESENTATIONS

- "Privacy, Please: Practical Tips for Navigating the Complexities of Domestic and International Data Privacy Laws," American Bar Association 47th Annual Forum on Franchising (October 2024)
- "2024 Judicial Update - What You Should and Shouldn't Do: Fraud and Disclosure," International Franchise Association 56th Annual Legal Symposium (May 2024)
- "Aviation and travelling rebound after the pandemic: from new routes to destination Future via Chapter 11," Swedish-American Chamber of Commerce Transatlantic Day, Stockholm, Sweden (February 2023)
- "Intended and Unintended Consequences: An Inside Look at the Regulators' Perspectives on Enforcement of State Franchise Laws and Regulations," ABA Forum on Franchising Annual Meeting (November 2022)
- Moderator, "International Franchising 101," International Franchise Association 2022 Annual Convention (February 2022)
- "Franchise Development Workshop," European Women's Association (February 2022)
- Panelist, "Financial Performance Representations in a COVID-19 World," International

Franchise Association 2021 Virtual Annual Convention (February 2021)

- "Politics and Business" webinar, Swedish-American Chamber of Commerce Chicago (November 2020)
- "Advertising and Marketing Funds: What Are You Doing With 'My' Money?," ABA Forum on Franchising Virtual Annual Meeting (October 2020)
- "Restarting After COVID-19 Lockdown" webinar, International Distribution Institute (September 2020)
- Panelist, "Legal Challenges in Growing Your Business," Swedish-American Chamber of Commerce Chicago (February 2020)
- "Further Abroad: Beyond the Fundamentals of International Franchising," ABA Forum on Franchising, Denver, Colorado (October 2019)
- "Top 10 Mistakes in International Expansion," IFA 2019 Annual Convention, Las Vegas, Nevada (February 2019)
- "Drafting the FDD for Multiple or Otherwise Complex Offerings," ABA Forum on Franchising Annual Conference, Nashville, Tennessee (October 2018)
- "Franchising in the US? Challenges and Pitfalls," Swedish Franchise Association, Stockholm, Sweden (November 2017)
- "Exemption-Based Franchising Throughout the United States," ABA Forum on Franchising Annual Conference, Palm Springs, California (October 2017)
- "Financing of Rebranding Costs," International Distribution Institute Conference, Paris, France (June 2017)
- "We Broke the Law! Now What?," IFA Legal Symposium, Washington, D.C. (May 2017)
- "My Addenda Say What? A Review of State Mandated FDD and Franchise Agreement Addenda," ABA Forum on Franchising Annual Meeting (November 2016)
- "Is Your Distribution/License Agreement a Franchise Agreement in Disguise? Avoiding the Pitfalls of an Accidental Franchise," Association of Corporate Counsel, Chicago Chapter (September 2016)
- "Avoiding common mistakes in international franchising," 48th Annual IFA Legal Symposium, Chicago, Illinois (May 2015)
- "International Mergers & Acquisitions of Franchise Companies," IBA/IFA 31st Annual Joint Conference (May 2015)
- "Hot Topics in Franchising: The Accidental Franchise, Joint Employer Issues and Data Security," American Bar Association Petroleum Marketing Attorneys' Meeting (April 2015)
- "Caught in the Web of Federal and State Business Opportunity Laws: Managing and Avoiding the Entanglement of Regulations," American Bar Association Forum on Franchising (October 2013)
- "The Use of Consultants and Paraprofessionals in Franchising: Are you Aiding and Abetting the Unauthorized Practice of Law?," American Bar Association Forum on Franchising (October 2011)
- "Social Networking - Best Practices for Franchise Systems," International Franchising Association Legal Symposium (May 2010)
- "From License Agreement to Regulated Relationships: The Accidental Franchise," American Bar Association Forum on Franchising (October 2009)

PODCASTS

- [SACC-NE Sessions: Episode 22](#) (January 2025)

Franchising & Distribution Law Blog

- “FTC Solicits Public Comments on Franchise Agreement Provisions and Franchisor Business Practices,” *Franchising & Distribution Law Blog* (March 2023)
- “Illinois the latest state to join NASAA online franchise filing platform FRED,” *Franchising & Distribution Law Blog* (September 2022)
- “Beata Krakus featured as Top Franchise Legal Player,” *Franchising & Distribution Law Blog* (November 2021)
- “Key Takeaways on Hot Topics for Franchisors in 2021: FPRs, Advertising and Pandemic Struggles,” *Franchising & Distribution Law Blog* (March 2021)
- “FTC updates Franchise Rule's exemption thresholds,” *Franchising & Distribution Law Blog* (June 2020)
- “More states make accommodations for franchise filings,” *Franchising & Distribution Law Blog* (March 2020)
- “Virginia extends franchise registrations and exemptions,” *Franchising & Distribution Law Blog* (March 2020)
- “Franchise renewal season and COVID-19: Maryland grants partial renewal extension,” *Franchising & Distribution Law Blog* (March 2020)
- “Out with the new and in with the old: A return to the previous joint employer standard,” *Franchising & Distribution Law Blog* (December 2017)
- “SBA loans and franchising: More changes ahead,” *Franchising & Distribution Law Blog* (November 2017)
- “New guidance for franchisors reins in FPRs,” *Franchising & Distribution Law Blog* (June 2017)
- “California governor vetoes promising franchise bills,” *Franchising & Distribution Law Blog* (September 2016)
- “Index adjustments under the FTC Franchise Rule affect available exemptions,” *Franchising & Distribution Law Blog* (June 2016)
- “Tax filing requirements for franchisors with New York franchisees,” *Franchising & Distribution Law Blog* (January 2016)
- “Joint or separate? Agency reps weigh in on hot franchise topic,” *Franchising & Distribution Law Blog* (October 2015)
- “NLRB dramatically expands joint employer status,” *SimplyHR | Employment & Labor Blog* (August 2015)
- “Franchisors and Franchisees as Joint Employers – NLRB’s Next Steps in McDonald’s Claims,” *Franchising & Distribution Law Blog* (December 2014)
- “NLRB Takes Step Towards Treating Franchisors and Franchisees as Joint Employers,” *Franchising & Distribution Law Blog* (July 2014)
- “FTC Published New Guidance on Exclusivity,” *Franchising & Distribution Law Blog*

(October 2012)

- “New patches to the business opportunity law quilt – New Arizona Law and Changes to Ohio Statute,” *Franchising & Distribution Law Blog* (September 2012)

In the News

Beata is frequently quoted in the media on topics related to franchising and distribution law. The following is a selection of articles for which she was interviewed:

- *1851 Franchise*, "What the FTC Noncompete Proposal Could Mean for Franchising" (January 6, 2023)
- *Thomson Reuters*, "FOCUS-Burger King caught in complex legal web, thwarting Russia exit" (June 3, 2022)
- *Franchise Times*, "2022 Legal Eagles Hall of Famers Talk Marketing Funds and Buyout Rights" (March 2022)
- *1851 Franchise*, "Top Franchise Legal Players" (November 8, 2021)
- *Franchise Times*, "Advice From Franchise Attorneys on Item 19 in a COVID-19 World" (February 19, 2021)
- *1851 Magazine*, "Franchise Legal Players" (April 2018)
- *Franchise Times*, "Penalties Can be Steep for Franchise Law Violations" (May 9, 2017)