

## ATTORNEY PROFILE



### John E. Berg

**Direct** 952.885.5965  
jberg@MMBLawFirm.com

#### Specialty Areas

Business Concept Growth & Protection  
Business Law  
Corporate Finance/Mergers and Acquisitions  
Multi-Unit Succession and Transition (MUST®)  
Tax Planning

#### Admissions

Minnesota State Bar  
U.S. Tax Court

#### Education

University of Minnesota  
Minneapolis, B.A.  
Cornell University – Juris Doctor

#### Memberships

Minnesota State Bar Association  
– Member: Tax Section  
  
American Bar Association –  
Member: Taxation Section and  
Franchising Forum  
  
International Franchise  
Association (IFA)

7760 France Avenue South  
Suite 700  
Minneapolis, MN 55435-5844

A firm shareholder, John counsels buyers and sellers on effectively structuring and documenting transactions involving business combinations, purchases and sales, and financing. John has earned his clients' trust as a business advisor because he approaches their legal issues with a nuanced understanding of a business owner's objectives and a comprehensive knowledge of financing sources and techniques a complex transaction demands.

John leads the firm's Multi-Unit Succession and Transition (MUST®) group, working with multi-unit retail business owners to help them solve the unique legal challenges in structuring their exit plans. The process combines his industry experience and business insight with the firm's strengths in the areas of taxation, estate planning, corporate finance, franchise and mergers and acquisitions to provide targeted and effective exit plans.

John has significant experience in large workout transactions and restructuring of borrowers' financial obligations. His results-driven approach involves evaluating and managing the tax aspects of complex financial transactions, including multi-tiered financing and complex corporate capitalization structures. His goal is always to find the best solution for his clients, one that will save them money and add value to their businesses. He prides himself on not pointing out the problem but instead finding the solution.

He assists a number of franchisees and independent business owners with their strategic planning and daily operational issues. For these clients he serves essentially as outsourced general counsel. He also represents clients in the resolution of state and federal tax controversies at the examination, appellate and tax court levels.

John works closely with franchisors, lenders and vendors, and is a frequent speaker on exit planning, taxes, and mergers and acquisitions at industry conferences and seminars. He has been honored by *Franchise Times* as one of franchising's "Legal Eagles" (2004-2025), recognized in *The Best Lawyers in America® for corporate law and tax law*, selected as a "Minnesota Super Lawyer" (2006-2024), and is listed in the 2024 edition of "Who's Who Legal: Franchising."

**T** 952.885.5999  
**F** 952.885.5969  
MMBLawFirm.com