

## ATTORNEY PROFILE



### John E. Berg

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#### 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., 1985  
Cornell University – Juris Doctor,  
1988

#### Memberships

Minnesota State Bar Association  
– Member: Tax Section  
American Bar Association –  
Member: Taxation Section and

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 John's 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.

Drawing on his in-depth knowledge of the franchise and multi-unit retail industry, John assists a number of multi-unit operators 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 industry 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 top 125 "Legal Eagles" (2004-2014) and selected as a



Franchising Forum  
International Franchise  
Association (IFA)

“Minnesota Super Lawyer” (2006-2014).

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