



Joseph Oriolo

Partner

 Iselin

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- Broad expertise in all aspects of corporate practice as a transactional and business lawyer
- Represents middle market companies in a diverse range of industries; specialized expertise in navigating New Jersey's complex liquor license regulations on behalf of food and beverage clients
- Business counseling, strategic planning, organizational and corporate governance guidance

Joe is an accomplished and effective transactional and business lawyer who counsels middle market companies operating in a multitude of industries, including manufacturing, franchising, distribution and transportation, commercial real estate, retail, food and beverage, technology and healthcare, including physician practices. He has broad expertise in all aspects of corporate practice.

He brings solution-oriented business acumen and strong negotiating and drafting skills to his work on behalf of clients. His experience encompasses the purchase and sale of businesses, including middle market M&A transactions and joint ventures, as well as business counseling, strategic planning and organizational and corporate governance guidance.

Joe assists clients in the drafting and negotiation of commercial leases for landlords and tenants, as well as drafting and negotiating shareholder, operating, distribution, licensing, supply and business agreements of all

kinds. He drafts management and employment agreements and assists in the resolution of employment and shareholder disputes. He also provides representation in commercial real estate transactions, including asset and real estate-based financing transactions.

Joe is a valuable resource for clients in the food and beverage sector seeking to navigate the complexities of New Jersey's liquor license regulations. He coordinates the purchase and sale of liquor licenses and provides support related to regulatory violations, New Jersey Division of Alcoholic Beverage Control (ABC) petitions, and related business and real property transactions.

Areas of Focus

Practice Areas

- Business & Corporate
- Business Counseling
- Employment Issues
- Franchises
- Liquor Licenses
- Mergers & Acquisitions
- Business Tax Planning
- Transactional Tax Issues
- Business Succession Planning
- Healthcare
- Healthcare Private Equity
- Healthcare Transactions
- Employment
- Employment Contracts & Separation Agreements
- Employment Counseling
- Real Estate Financing

Credentials

Bar Admissions

- New Jersey, 1983
- Pennsylvania, 1983
- U.S. District Court, District of New Jersey, 1983

Education

- Rutgers University School of Law, Camden, 1983 J.D.,
- Georgetown University, B.S. 1980

Insights & More

Announcements

2026 Edition of Best Lawyers Recognizes 54 Attorneys in 41 Practice Areas: Eight Greenbaum Lawyers Recognized on "Ones to Watch" List

8.21.25

2025 Edition of Best Lawyers Recognizes 56 Attorneys in 39 Practice Areas: Ten Greenbaum Lawyers Recognized on "Ones to Watch" List; Three Selected for "Lawyer of the Year" Recognition

8.14.24

2024 Edition of Best Lawyers Recognizes 59 Attorneys in 38 Practice Areas: Twelve Greenbaum Lawyers Recognized on "Ones to Watch" List; Five Selected for "Lawyer of the Year" Recognition

8.16.23

2023 Edition of Best Lawyers Recognizes 51 Attorneys in 36 Practice Areas: Nine Greenbaum Lawyers Recognized on "Ones to Watch" List; Seven Selected for "Lawyer of the Year" Recognition

8.17.22

Client Alerts

Revised Liquor License Laws Provide New Potential Business Opportunities in New Jersey

1.22.24