



## 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

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### Practice Areas

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

### Industries

- Hospitality & Restaurants
- Healthcare
- Real Estate
- Retail

## Credentials

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### Bar Admissions

- New Jersey, 1983
- Pennsylvania, 1983

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

## Education

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

## Experience

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### Representative Matters

- Represented a privately held real estate company and family trust in the negotiation and sale of a commercial/industrial office building, valued at more than \$3 million, housing over 40 commercial tenants.
- Represented a leading QSR franchisee in the New Jersey/New York metropolitan area in connection with its ongoing acquisition and roll-up of multiple store locations in transactions totaling approximately \$20 million.
- Serving as outside general counsel to a large orthopedic surgical practice, advising on healthcare compliance, employment, corporate, and payor disputes, and securing regulatory relief that corrected systemic claims-processing errors and restored practice cash flow.
- Represented the general partner of a closely held company in resolving a complex internal dispute through a negotiated settlement involving the \$4 million sale of the company's sole asset, a rehabilitation and nursing facility, avoiding protracted litigation.
- Advised an anesthesiology practice on corporate reorganization, partner buyouts, employment agreements, member disputes, and ongoing general corporate matters.
- Represented one of New Jersey's largest family-owned industrial production and supply chain companies in connection with warehouse expansion and business relocations from Rahway/Linden to Cranbury, as well as asset acquisitions in Vermont and Long Island, and related financing and refinancing transactions.
- Represented a fast-growing, multi-million-dollar international e-cigarette liquid manufacturer and distributor in connection with operating agreements, employment matters, and tax planning.
- Represented a dental practice owner in evaluating competing bids and completing the \$1 million sale of a long-established practice, including lease negotiations, purchase options, and seller financing.
- Represented buyers and sellers of Class C and Class D liquor licenses and real estate developers in connection with license transfers and placement within shopping center developments.
- Representing affiliated roadway safety, traffic control, and manufacturing businesses in connection with the \$90 million sale of three operating companies to a private equity sponsor, including transaction structuring, due diligence, and regulatory matters.
- Represented the seller of a regional commercial baking equipment distributor and service provider in a \$7.5 million equity sale with post-closing earn-out, retained equity, recapitalization, and related tax planning.
- Represented a leading quick-service restaurant franchisee in a U.S. Department of Justice Civil Rights Division investigation alleging discriminatory hiring practices, securing the government's decision to discontinue

prosecution and avoiding potential False Claims Act exposure.

- Represented a physician-shareholder and corporate officer in creditor litigation seeking more than \$1.1 million and asserting fraudulent conveyance claims, coordinating a joint defense group and securing dismissal of all claims against individual defendants.
- Representing a family-owned industrial production and supply chain company and affiliated trusts and estate in connection with a proposed \$32 million sale and leaseback of a 160,000 square foot warehouse, construction of a 90,000 square foot flex facility, zoning and land use approvals, ISRA compliance, tax planning, and corporate reorganizations.
- Representing restaurant groups and commercial property owners in complex liquor license matters, including corporate restructurings, minority investments, regulatory filings, and transfers of plenary retail consumption and distribution licenses for hospitality developments valued at up to \$15 million.
- Representing a national QSR franchisee in connection with multi-state real estate acquisitions and development projects, including transactions involving Starbucks-leased properties in South Carolina and multiple New Jersey investment properties.

## Affiliations

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### Memberships

- New Jersey State Bar Association
- Middlesex County Bar Association: Corporate and Business Law Committee (past Chair)

### Personal

- Member of the Monica K. Young Foundation Board of Trustees, a foundation dedicated to supporting families affected by ovarian cancer as well as larger ovarian cancer charitable organizations
- YMCA of Greater Monmouth County: former Chair, Board of Directors
- Shrewsbury Youth Athletic Committee (former Chair); Shrewsbury Recreation Committee (former Chair)
- Georgetown University Scholarship Program

## Insights & More

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### 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  
1.23.24