



W. Felton

Chairman of the Firm
Practice Leader | Business & Corporate

 Iselin

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- Representation in business and corporate transactions with an emphasis on mergers and acquisitions
- Joint ventures, corporate reorganizations, public and private equity and debt financing including earnouts and rollover equity
- Serves as outside general counsel providing guidance on both day-to-day and long-term strategic issues

Ray chairs the firm's business and corporate law practice, representing clients in business formations, business counseling and transactions with an emphasis on mergers and acquisitions. He provides practical and common-sense guidance and efficient service to clients ranging from entrepreneurial start-ups to established middle market companies.

Ray has broad expertise related to creating and structuring business entities including corporations, LLCs and partnerships. In addition to M&A transactions, he provides representation in joint ventures, corporate reorganizations, and the financing of transactions through both public and private equity and debt including earnouts and rollover equity. He assists clients on all aspects of business transactions, from due diligence through post-closing disputes, and often serves as outside general counsel, providing sound legal advice on both day-to-day issues and major complex problems.

Ray drafts and negotiates operating, shareholder, employment, distribution, customer and vendor agreements for companies operating in a variety of industries, including manufacturing, technology, food & beverage, real estate, construction and healthcare, as well as service industries. He counsels clients on issues including buy-sell provisions and trade secret protection. He also represents issuers and underwriters in public and private offerings and counsels clients concerning corporate governance and SEC compliance issues.

Areas of Focus

Practice Areas

- Business & Corporate
- Business Counseling
- Business Transactions
- Employment Issues
- Franchises
- Liquor Licenses
- Mergers & Acquisitions
- Non-Profits
- Trademark
- Employee Benefits, Executive Compensation & ERISA
- Business Tax Planning
- Transactional Tax Issues
- Business Succession Planning
- Healthcare
- Healthcare Private Equity
- Healthcare Transactions
- Employment
- Employment Contracts & Separation Agreements
- Employment Counseling

Credentials

Bar Admissions

- New Jersey, 1981
- U.S. District Court, District of New Jersey, 1981
- U.S. Tax Court, 1983

Education

- Rutgers University School of Law - Newark, J.D., 1981
- Rutgers College, B.A., 1978

Insights & More

Announcements

36 Greenbaum Attorneys Selected for Inclusion in 2026 Edition of New Jersey Super Lawyers
3.20.26

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 Chambers USA Guide Ranks Greenbaum, Rowe, Smith & Davis in Key Practice Areas and Recognizes 18 Attorneys as Leading Individuals
6.04.25

Thirty-Five Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2025 Edition of New Jersey Super Lawyers
3.19.25

Ray Felton To Be Recognized by Middlesex County Bar Association
1.14.25

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 Chambers USA Guide Ranks Greenbaum, Rowe, Smith & Davis in Key Practice Areas and Recognizes 20 Attorneys as Leading Individuals
6.05.24

Thirty-Four Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2024 Edition of New Jersey Super Lawyers
3.25.24

Greenbaum, Rowe, Smith & Davis Establishes Scholarship at Seton Hall University School of Law
2.20.24

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

New Federal Exemption from SEC Registration for M&A Brokers Takes Effect Shortly

3.14.23

Published Articles

Corporate and Limited Liability Company Conversions and Domestications

3.25.24

IP Law Faces the Challenges of a Digital World

6.06.23

The Use of Earnouts in Mergers and Acquisitions

October 2021

Earnouts a Complicated but Useful Option in Mergers and Acquisitions

August 2021

Seminars & Events

Small Print, Big Impact: Using Smart Boilerplate Provisions in Effective Commercial & Consumer Contracts

9.11.25

Representing a Buyer or Seller of an Ongoing Business: 2023's Top Issues and Strategies

5.02.23

2022 New Jersey M & A Conference

10.25.22

Preparing for the Eventual Sale of your Business

5.18.22

A Practical Guide to Buying a Business

2.11.21

2020 New Jersey M & A Conference - COVID-19 Edition

10.27.20

Mergers & Acquisitions Breakout Session

10.19.20