



Craig R. Tractenberg

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Craig is a litigator who centers his practice on domestic and international disputes and corporate revitalizations. His cases have been recognized by the Turnaround Management Association, the ABA Forum Committee on Franchising, the International Franchise Association and cited by industry publications.

A seasoned litigator, Craig is adept at pursuing defendants who shield assets from recovery during litigation. He is experienced in tracing and recovering assets when possible, domestically and overseas.

Craig is Co-Chair of the firm's Franchise & Distribution practice group, as well as Co-Chair of the International Arbitration practice group. He is an active arbitrator, judge pro tempore and expert witness, with a long history of involvement with the International Franchise Association, the International Bar Association, various local bar associations and pro bono clients.

State and Federal Court Litigation

- Jury and bench trials for injunctions and judgments on liability and damages in real estate, fraud, RICO, franchise and intellectual property cases, including receiverships.
- Post-judgment remedies such as eviction, supplemental discovery, asset freezes, fraudulent conveyances, charging orders on limited liability companies, Article 9 sales of collateral.

Bankruptcy Court

- Plan formulation and objection
- Preference and fraudulent conveyance litigation
- Creditor Committee representation
- Counsel to Chapter 7 and 11 Trustees
- Cash collateral agreements, hearings and intercreditor/waterfall agreements
- Assumption and rejection motions, and retention rights after rejection of executory contracts

Global Disputes

- International arbitration before ICC, ICSID, and ICDR.
- Associated foreign court litigation.

Frequently sought as a speaker, Craig has presented lectures at bar associations in the United States, Europe and Asia, and has taught law students at domestic and international universities. He has published more than 500 articles, papers, presentations, book chapters and webinars.

His retail experience includes the representation of restaurants, pharmacies, and apparel, educational and automotive retail chains and franchise systems. He also represents jewelry and watch brands, both domestic and internationally.

Services

- Bankruptcy Litigation
- Construction
- International
- Franchising & Distribution
- Litigation
- Emerging Companies & Venture Capital
- International Arbitration
- Real Estate Restructuring & Workouts
- Retail Industry
- Trade Secrets & Restrictive Covenants

Thought Leadership

For more than a decade, Craig has been a monthly contributor to the *Legal Intelligencer* and the *New York Law Journal*, both *American Lawyer Media* publications, and has taught as an adjunct professor at Temple University School of Law. He has written chapters in books on bankruptcy, covenants not to compete and franchise agreements published by the American Bar Association.

He also is a frequent speaker and presenter. His recent writings are listed under the **Publications** section of his bio. Craig's webinars and other presentations can be found in the **Events** section.

Before Fox Rothschild

Prior to joining Fox, Craig was a partner and team leader in the franchise practice and global litigation teams at an international law firm.

Bar Admissions

- Pennsylvania
- New York
- New Jersey
- Florida

Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals, Third Circuit

Education

- Temple University James E. Beasley School of Law (J.D.)
- La Salle University (B.A., *cum laude*)

Memberships

- American Bar Association
 - Business Law Section

- Forum on Franchising
- International Bar Association
- International Franchise Association
- Law360 International Arbitration Editorial Advisory Board
- New Jersey Bar Association
- New York State Bar Association
- Pennsylvania Bar Association
 - Business Law Section
 - Chair, Franchise Law Committee
- Philadelphia Bar Association
 - Vice Chair, Franchise Law Committee

Honors & Awards

- **Selected to the *Franchise Times* “Legal Eagles” (2005-2026) list and “Legal Eagles Hall of Fame” list (2013-present)**
This award is conferred by Franchise Times. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the *Chambers USA* list of attorneys ranked for Franchising - Nationwide (2010-2025)**
This award is conferred by Chambers & Partners. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the *1851 Franchise* “Top Franchise Legal Players” list (2020, 2021, 2025)**
This award is conferred by 1851 Franchise. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the “Best Lawyers in America” list for Franchise Law in New York, NY and Philadelphia, PA (2009-2026)**
This award is conferred by Best Lawyers. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the “Lawyer of the Year” list for Franchise Law in New York (2012, 2020, 2021) and Philadelphia (2018, 2025)**
This award is conferred by Best Lawyers. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the “Super Lawyers” list for Franchise/Dealership in Pennsylvania (2004-2025)**
This award is conferred by Thomson Reuters. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the “Super Lawyers” list for Franchise/Dealership in New York (2010-2025)**
This award is conferred by Thomson Reuters. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the Who’s Who Legal “Franchise” list (2010-2022)**
This award is conferred by Who’s Who Legal. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the Who’s Who Legal “International Who’s Who of Franchise Lawyers” list (2017)**
This award is conferred by Thomson Reuters. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the “AV Preeminent” list of rated attorneys**
This award is conferred by Martindale-Hubbell. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.