

Attorneys**Partner**

- Richard S. Frazer

Partner Richard Frazer Quoted in Entrepreneur Article on How to Start a Restaurant

Partner Richard Frazer, Chair of Pryor Cashman's Restaurant, Food and Beverage practice, was featured in the article "How to Start a Restaurant," the April 2008 cover story of the magazine *Entrepreneur*.

In the article, Frazer discussed the importance of registering a restaurant's name and trademark early on, even if a second restaurant is not contemplated. "Even a mom-and-pop restaurant owner should file a trademark application right away. You might swear that you only want one restaurant, but you never know what might happen later. Also, if you're successful, someone else might replicate your concept. And while the law gives you certain rights of use in commerce, you have greater rights if you observe the appropriate legal formalities from the start."

To read the *Entrepreneur* article, please [click here](#).

Frazer has represented celebrity chef/owners (including David Burke, Scott Conant and Ian Chalmekittichai), major franchisees of T.G.I.Friday's and of Fatburger, and successful start-up restaurants such as Chop't Creative Salad Company and Nanoosh Mediterranean Hummus Bar.