

Larah K. Tannenbaum

Partner

Larah Tannenbaum focuses her practice on representing manufacturers and distributors in franchise-related matters covering a variety of areas ranging from nationwide initiatives and programs to dealership establishments, transfers, and terminations.

She possesses extensive experience in the motor vehicle and franchise industries, enabling her to develop creative strategies for handling complex matters to achieve client goals while minimizing any risks presented within the wide-ranging regulatory framework of these industries. She counsels clients both on large-scale dealer network initiatives—such as the development and implementation of standards and policies, dealer improvement programs, incentive programs, and e-commerce initiatives—as well as on practical methods for approaching and resolving individual dealer and complex market issues. She also regularly counsels clients on market representation strategies and the introduction of new initiatives and programs that aim to capitalize on the rapidly changing automotive market landscape.

Larah's experience with litigation has given her a multifaceted perspective, which is key to addressing the risks that may arise in contractual and counseling matters. As a litigator, Larah possesses years of experience on how to navigate the hazards a matter may present, enabling her to proactively minimize such risks in her transactional and counseling work. Larah has regularly represented clients in various forms of both formal and informal alternative dispute resolution processes in federal and state courts and agencies. Throughout her career, she also has provided pro bono legal assistance to people seeking asylum and in other immigration matters.

During law school, Larah served as an intern to U.S. District Court Judge Robert M. Dow, Jr. of the Northern District of Illinois and a research assistant for Professor Martin Redish. She also was a teaching assistant for Northwestern Law's legal writing course and represented clients through her participation in its Complex Civil Litigation Clinic.



larah.tannenbaum@quarles.com


Chicago Office

Tel: (312) 715-5107

Fax: (312) 632-1911

Legal Services

- [Business Law](#)
- [Automotive Industry](#)
- [Autonomous & Connected Vehicles](#)
- [Franchise & Distribution](#)



Education and Honors

- Northwestern University, Kellogg School of Management, Certificate, Quarles & Brady Leadership Program (2018)
- Northwestern University School of Law (J.D., *magna cum laude*, 2011)
 - Order of the Coif
- Northwestern University (B.A., *magna cum laude*, 2006)

Bar Admissions

- Illinois

Court Admissions

- U.S. Court of Appeals, 2nd Circuit
- U.S. District Court, Northern District of Illinois

Professional and Civic Activities

- Member, Chicago Bar Association
- Forum on Franchising, American Bar Association