

John M. Cross Jr.

Partner



CONTACT INFO

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OFFICE

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John Cross is a seasoned corporate attorney and business adviser, often serving as the outside general counsel for companies not large enough to have an in-house legal department. He assists clients in general business and transactional matters, contracts, mergers and acquisitions, securities, franchises, and real estate.

MY PRACTICE

CORPORATE, BUSINESS AND ENTREPRENEURSHIP

John works with individuals and businesses on various corporate and transactional matters, including formation, organization and choice of entities, shareholder agreements, LLC agreements, non-competes, employment agreements, investor rights agreements, securities, loan and finance matters, secured transactions, compliance policies, sales, service and general contract matters.

MERGERS & ACQUISITIONS

John represents businesses in mergers and acquisitions and corporate reorganization efforts. He also assists private equity investors with their investments to existing and startup companies.

PRACTICE AREAS

Business and Corporate
› Entity Formation
› Franchise
› Mergers & Acquisitions
› Securities
› Tax
Real Estate

INDUSTRIES

Banking, Investment & Financial Services
Hospitality
Manufacturing
Not-for-Profits
Real Estate
Retail
Technology

EDUCATION

University of North Carolina School of Law
J.D., 1995, with honors
University of North Carolina at Chapel Hill
B.S., 1992

BAR & COURT ADMISSIONS

North Carolina
US Court of Appeals
4th Circuit
US District Court - North Carolina
Middle District

REAL ESTATE TRANSACTIONS

John negotiates real estate purchase agreements of both buyers and sellers. He facilitates the acquisitions of sales and negotiates additional property rights for his clients.

CORPORATE FINANCE

John negotiates major loan and finance transactions, including bank and privately financed loans or other debt secured by real estate, personal property, personal guarantees, securities or other collateral.

FRANCHISE

John represents both franchisors and franchisees in negotiating the terms of the franchise relationship and franchise compliance matters. When working with franchisors, he assists with developing franchise disclosure documents (FDDs), franchise agreements, regional developer agreements, non-competition agreements, and other additional required agreements. When working with franchisees, he assists in reviewing and providing advice regarding the FDDs and other franchise documents and assisting franchisees as they negotiate agreements and address other general corporate matters.

HONORS

Selected by his peers for inclusion in *The Best Lawyers in America*® for Corporate Law (2012-2020), Business Organizations (including LLCs and Partnerships) (Greensboro "Lawyer of the Year" 2017, 2019), Mergers and Acquisitions Law (2018-2020), and Closely Held Companies and Family Businesses Law (2016-2020)

Recognized in *Chambers USA: America's Leading Lawyers for Business* for Corporate/Mergers & Acquisitions (2018)

Recognized by his peers for inclusion in *Business North Carolina's "Legal Elite"* in Corporate Law (2014) and Business Law (2015-2020)

Recognized in *North Carolina Super Lawyers* (Thomson Reuters) in Business/Corporate Law (2014-2019), and as a "Rising Star" in Business/Corporate Law (2009-2010)

Recognized in *Super Lawyers Business Edition* for Business/Corporate Law (2015)

Received ABA Young Lawyer Division Award for Achievement & Outstanding Activities and Accomplishment (1999-2000)

COMMUNITY INVOLVEMENT

[Cone Health Foundation](#), Board of Trustees (2013-present), Chair (2019-present), Vice-Chair (2017-2019), Executive Committee (2015-present), Governance Committee Chair (2015-2017)

[The National Conference for Community and Justice of the Piedmont Triad, Inc. \(NCCI\)](#), Board of Directors (2013-2019), Chairman (2015-2016), Advocacy and Communications Chair (2016-2019)

[United Way of Greater Greensboro](#), Chairman (2010-2011), Board of Directors (2005-2013), Executive Search Committee Chair (2013), Re-Design Committee Chair (2006)

[Greensboro Children's Museum](#), Board Chair (2007-2009), Board of Trustees (2004-2013), and Edible Schoolyard Committee Chair (2011-2013)

[Board of Adjustments](#), City of Greensboro, Chair (2008-2009), Board Member (2003-2009)

[Victory Junction Gang Camp](#), an affiliate of Paul Newman's Hole in the Wall Gang Camps for seriously ill children, Board of Directors (1996-2006)

[Westminster Presbyterian Church](#), Elder and Personnel Committee (2018-present)

[The Future Fund](#), [Community Foundation of Greater Greensboro](#), Steering Committee and Grantmaking Committee Chair (2004-2005)

[Leadership Greensboro](#), Greensboro Area Chamber of Commerce, 2002 Graduate

[United Way of Greater Greensboro](#), Corporate Campaign Coordinator, Coordinator of the Year Nominee, Leading the Way and Silver Awards (2002)

Young Lawyers Section, [Greensboro Bar Association](#), Past President (1999-2000), Board Member (1997-2001)

PUBLICATIONS & MEDIA

Co-author (with Tony Barwick and Adam Tarleton), "Investing In Qualified Opportunity Funds," *Triad Business Journal*, October 31, 2018

Brooks Pierce Partner Named Chair of the Cone Health Foundation, November 13, 2019

Brooks Pierce Partners Write About New Tax Benefits of Opportunity Zones for *Triad Business Journal*, November 7, 2018

Investing in Qualified Opportunity Funds, November 7, 2018