



## April McKenzie Mason

Birmingham Office Managing Partner

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April Mason practices in the firm's Corporate Practice Group, representing clients in connection with a broad range of business matters, including mergers and acquisitions, financing, corporate governance, franchising, and antitrust.

April counsels business clients through all stages of their life cycle, including advising start-ups and counseling on exit strategies through negotiated acquisitions. She has been involved in a variety of mergers and acquisitions with domestic and foreign, public and privately held clients in the manufacturing, technology, insurance, healthcare, retail and restaurant/hospitality industries. She has worked on numerous acquisitions involving franchised concepts and advises on franchise issues pertaining to all aspects of the transaction.

April's franchise experience also includes counseling both franchisors and franchisees on federal and state disclosure requirements and various state relationship laws that pertain to dealer/franchise terminations. She has counseled start-up franchisors, as well as mature brands, on all aspects of franchise compliance. In addition, she has counseled both single unit franchise operators and large multi-unit owners in all aspects of their franchise relationships. She has handled franchise matters across a wide variety of sectors, with a particular depth of experience in the restaurant/beverage and fitness industries.

April also regularly counsels clients on antitrust issues, including merger review and Hart-Scott-Rodino premerger notification filings, competitor collaborations and joint ventures, FTC and DOJ investigations, and advises on antitrust exemptions and immunities.

### PARALEGAL/ASSISTANT

Paralegal

Ellen Prescott  
(205)-458-5115  
[eprescott@burr.com](mailto:eprescott@burr.com)

Legal Practice Assistant

Michelle Prestley  
(205)-458-5495  
[mprestley@burr.com](mailto:mprestley@burr.com)

### CAPABILITIES

Antitrust

Beverage Services

Commercial Contracts

Sports & Entertainment

Corporate Law

Manufacturing

Franchise & Distribution

Restaurant Services

Food & Beverage

Health Care

Mergers & Acquisitions

Private Equity & Venture Capital

### EDUCATION

J.D., University of Alabama School of Law

*summa cum laude*

Order of the Coif

Alabama Law Review

M.B.A., University of Alabama

# April McKenzie Mason

## Experience

- Represented the U.S. operations of a Spanish Company in the automotive metal stamping business, in connection with its purchase of a stamping facility in South Carolina.
- Represented private equity firm in the acquisition of a fast casual franchisor specializing in chicken salad preparations served by the scoop, sandwich or bowl and operating in 16 states.
- Represented insurance agency in the formation and financing of the joint venture specialty insurance brokerage and investment banking platform that offers bespoke insurance services to public and private companies and private equity sponsors on a national platform.
- Represented a global leader in advanced polymeric protective packaging solutions in its acquisition of a US-based producer of absorbent and non-absorbent packaging solutions for the food industry.
- Represented franchisor in the lodging industry in the sale of assets of two separate franchised hotel brands operating in 13 states.
- Represented manufacturer of luxury vinyl flooring in connection with the sale of substantially all of its assets.
- Represented a leading US-based chain of restaurants for breakfast, brunch and lunch, in a reorganization and recapitalization of the company by way of an investment by a private equity firm.
- Represented a leading manufacturer of medium and high density fiberboard and laminate flooring products in acquisition of another fiberboard manufacturer.
- Represented pipe manufacturer in construction of a new manufacturing facility in Michigan.
- Represented client in the acquisition of the membership interest of B.A.S.S., LLC (a magazine publisher and outdoor entertainment company) from ESPN Productions, Inc.
- Represented an insurance holding company in all aspects of its formation and operation, including advising on the start-up of a new health insurance Medicare advantage plan and in the formation of an Integrated Care Network (ICN) for Medicaid-managed care.

B.A., University of Alabama

*magna cum laude*

Morris Mayer Award

LICENSED IN

Alabama

# April McKenzie Mason

- Assisted in all aspects of forming a start-up distillery, including providing legal counsel relating to the corporate structure and governance; negotiating lender financing; raising capital from third-party investors; and working with the relevant regulatory agencies on licensure matters.
- Represented large private company in merger with a provider of an online platform for academic skill building and standardized test preparation.
- Represented a natural gas marketing company in sale of its membership interests.
- Represented a leading developer, manufacturer, distributor, and multi-channel retailer of educational products and a portfolio company of private equity firm in the membership interest purchase of company providing online child care training and certificates, child care registry development, and administrative solutions for the early care and education industry.
- Represented private equity firm in the sale of its portfolio company that provides retail merchandising, point-of-purchase displays, open service systems and retail fixture services for prestige brands and specialty retailers.
- Represented global private equity firm in negotiating development rights of various boutique fitness brands in Europe.
- Represented a US-based global private equity firm as special franchise counsel in purchase of day-time café franchisor.
- Represented private equity firm in both the multi-million dollar acquisition and later sale of one of the largest Taco Bell franchisees.
- Private Equity Firm Acquires Majority Interest in Restaurant Company  
11.12.2019

## Honors & Recognition

- Named, *Chambers USA*, Corporate/Commercial (2021-2023) and "Up and Coming" in Corporate/Commercial (2019-2020)
- Listed in *The Best Lawyers in America*®, Corporate Law since 2021, Franchise Law since 2023, Leveraged Buyouts and Private Equity Law since 2023, Mergers and Acquisition Law since 2023, Private Funds/Hedge Funds Law (2023)
- *Franchise Times*, Legal Eagle (2021 and 2022)
- *Mid-South Super Lawyers* "Rising Star," Business/Corporate (2016-2018)
- *Birmingham Magazine* Top Attorney (2017)
- *Birmingham Business Journal* "Top 40 Under 40" List (2016)
- *Alabama Super Lawyers* "Rising Star," Business/Corporate (2013)
- Birmingham Best in Minority Business Awards, Outstanding Female Attorney (2012)
- Dean M. Leigh Harrison Award
- Omicron Delta Kappa Province Leader of the Year

# April McKenzie Mason

- Alpha Delta Pi Sorority Dorothy Shaw Leadership Award

## News

- April Mason Receives "Top Women" and "Who's Who in Law" Recognitions  
Firm News, *Birmingham Business Journal*, 08.30.2023
- Best Lawyers® 2024 Honors 242 Burr Attorneys, Including 17 "Lawyers of the Year"  
Firm News, 08.17.2023
- 61 Burr & Forman Attorneys Ranked in 2023 Chambers USA  
Firm News, 06.01.2023
- Burr & Forman's April Mason Named to *Franchise Times's* Legal Eagles  
Firm News, 04.20.2023
- April Mason Recognized in Birmingham Business Journal's 2022 Who's Who in Law.  
Firm News, 08.08.2022

## Speaking Engagements

- April Mason to discuss "The Importance of Women in Executive Leadership" at 2023 Women's Summit  
Speaking Engagement, 09.29.2023
- Southeastern Business Law Institute 2022  
Speaking Engagement, 10.21.2022
- Panelist, Webinar: BBJ Virtual Women's Summit  
Speaking Engagement, 10.30.2020

## Articles

- Franchising in a (Nearly) Post-Pandemic World - QSR Online  
Firm News, 07.22.2021
- SBA Releases New Guidance for the Restaurant Revitalization Fund's Application Process  
Articles / Publications, 04.26.2021
- Order Up! Restaurant Revitalization Fund to Provide Billions in Restaurant Relief  
Articles / Publications, 03.11.2021
- Alternate Opportunities for Distilled Spirit Permittees During the COVID-19 Pandemic  
Articles / Publications, 03.30.2020
- Franchising 101: Five Crucial Steps Before Franchising: Modern Restaurant Management  
Articles / Publications, 01.27.2020

## Civic Activities

- Southeastern Business Law Institute, Planning Committee (2020-present)

# April McKenzie Mason

- Alabama Capital Network Advisory Board (2017-present)
- MS Leadership Class, Member (2008); MS Evening of Wines Board, Member (2012-2020)
- Rotary Club of Birmingham, Vice President of Club Service (2021-2022), Vice President of New Generations (2015-2016); Peace Conference Committee (2019-present)
- Alabama Leadership Initiative, Member (2009)
- Central Alabama United Way, Visiting Allocation Team Member (2009)
- Trident United Way, Loaned Executive (2008)
- Rotaract Club of Birmingham Foundation, Board of Directors (2007-2008)
- Rotaract Club of Birmingham, Chairman of Board (2008-2009); President (2007-2008); Programs Director (2006-2007)
- Executive Committee of the Jefferson County Chapter of the University of Alabama National Alumni Association
- Blackburn Institute, Member (1996-present); Student Chair (1998-1999)
- University of Alabama Student Government Association, Vice President of External Affairs (1998-1999), Chief of Staff (1997-1998) and Senator (1996-1997)

## Professional Activities

- Birmingham Bar Foundation Board (2021)
- American Bar Association, Model Asset Purchase Agreement Task Force
- Birmingham Bar Association, Business Section Chair (2020) and Executive Committee of Business Section (2012-2015)