



CHRISTINA M. NOYES

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Christina M. Noyes focuses her practice on franchise, corporate, and intellectual property law. Her practice includes drafting agreements and analysis of franchise and business opportunity laws, preparation and review of franchising agreements, franchise disclosure documents and registrations, as well as handling trademark registrations and renewals. She represents franchisees and franchisors, and she has been listed in the Franchise Law category of *The Best Lawyers in America*® since 2009. She was named by *Best Lawyers*® as the 2015 Franchise Law Lawyer of the Year for Arizona.

Christina's practice also includes representing business and nonprofit clients with respect to formation, contracts with vendors and customers, mergers and acquisitions, and certain self-insurance trust agreements.

Before joining Gust Rosenfeld, Christina was a certified public accountant and employed by one of the Big Six accounting firms in Cincinnati, Ohio.

PROFESSIONAL ASSOCIATIONS

- American Bar Association Forum on Franchising
 - Women's Caucus
- State Bar of Arizona
 - Treasurer, Business Law Executive Council

PRESENTATIONS & PUBLICATIONS

- Co-Author, "FTC Rule," *Franchise Deskbook* (3rd Ed.) published by the American Bar Association, Forum on Franchising (2019)
- Co-Author and Speaker, "W-18: Mergers & Acquisitions - the Basics for Buying and Selling the System," American Bar Association, Forum on Franchising (2017)
- Author and Speaker, "Copyrights: Not as Much Protection as You Think," Client Seminar (2016)
- Author and Speaker, "2015 Franchise Registration, Sales and Financial Performance Representations Legal Update," Client Seminar (2016)
- Co-Author and Speaker, "How to Review Franchise Documents for a Prospective Franchisee," State Bar of New Mexico, Business Law Institute (2014)
- Co-Author and Speaker, "Annual Franchise and Distribution Law Developments 2014" American Bar Association, Forum on Franchising (2014)
- Co-Editor, *Mergers and Acquisitions of Franchise Companies*, American Bar Association, Forum on Franchising 2014, 2nd Edition
- Co-author, "Agreements and Issues Related to the Franchise Sales Process," *Collateral Issues in Franchising Beyond Registration and Disclosure* (1st Ed.) published by the American Bar Association, Forum on Franchising (2013)
- Speaker, "Form 1099-C Issues," Arizona Credit Union Collector's Council (October 2013)
- Author, Arizona chapter in "Covenants Against Competition in Franchise Agreements" (3rd Edition) published by the American Bar Association, Forum on Franchising (2012)
- Author and Speaker, "Pros and Cons of Third Parties Selling and Servicing Your Brand," Client Seminar (2012)

PRACTICE AREAS

- **Franchises and Franchising**
- **Business/Corporate Law**
- **Commercial Finance**
- **Intellectual Property**

EDUCATION

- Arizona State University College of Law (J.D., *cum laude*, 1996)
 - Order of the Coif
 - *Arizona State University Law Journal* (managing editor)
- Miami University (B.A., *cum laude*, Accounting, 1990)

ADMISSIONS

- Arizona (1996)

- Author and Speaker, "Vendor Rebate Considerations," Client Seminar (2012)
- Author and Speaker, "Recent Actions in Case Law and the New Federal Business Opportunity Law," Client Seminar (2012)
- Co-Author and Speaker, "The Perils of Third Parties Selling or Servicing Your Brand: Broker, Area Representative and Area Developer Programs," A.B.A. Forum on Franchising, Annual Forum (October 2011)
- Co-Author and Speaker, "Oh No, Is That Really a Material Change?" International Franchise Association, Legal Symposium (May 2011)
- Author and Speaker, "Gift Card Programs," Client Seminar (2011)
- Author and Speaker, "Handling Material Changes After Your
- Annual Update," Client Seminar (2011)
- Author and Speaker, "Types of Business Structures and Trademarks 101," Kingdom Business Institute (2010)
- Author and Speaker, "Escrows, Deferrals and Bonds," Client Seminar (2010)
- Author, "Yes! You REALLY Need an Operating Agreement-and Here's Why," Gust Rosenfeld Business Bulletin (2009); Reprinted in The SMART Systems Insider (2010)
- Author and Speaker, "Electronic Disclosure of the FDD," Client Seminar (2010)
- Author and Speaker, "Earnings Claims-Are They Worth the Trouble?" Client Seminar (2009)
- Co-author and Speaker, "New Developments Regarding FTC Rules," Client Seminar (2009)
- Author, "New Facebook Feature Could Threaten Your Trademark," Gust Rosenfeld Client Alert (2009)
- Co-author and Speaker, "The New Federal Disclosure Law and Its Impact on Your Sales Procedures, UFOC and Closings," Client Seminar (2008)
- Author, "Positioning Your Business for Franchising," Gust Rosenfeld Newsletter (2007)
- Co-author and Speaker, "The Proposed New Business Opportunity Rule and State Business Opportunity Laws," A.B.A. Forum on Franchising, Annual Forum (2007)
- Co-author and Speaker, "Playing in the Big Leagues," Client Seminar (2006)
- Co-author and Speaker, "Tough Challenges of Franchising," Client Seminar (2005)
- Co-author and Speaker, "Tying It All Together," Arizona Franchisor Association (2005)
- Co-author and Speaker, "The Road to Success," Client Seminar (2004)
- Co-author and Speaker, "Note-able Hot Topics," Client Seminar (2003)
- Co-author and Speaker, "Welcome to the Big Leagues!" Client Seminar (2001)
- Co-author, "Advertising - Doing It Right Legally," Maricopa County Bar Association Corporate Counsel Division (2000)
- Co-author, "Franchising and Trademark Law - Where It's At and Where It's Going," The Arizona Paralegal Association (2000)
- Co-author and Speaker, "Advertising - Doing It Right Legally," Client Seminar (1999)

PROFESSIONAL RECOGNITION

- *The Best Lawyers in America*®, Corporate Law; Franchise Law (2003-2022)
 - Lawyer of the Year Phoenix, Franchise Law (2015, 2019, and 2022)
- *Southwest Super Lawyers*®, Franchise/Dealership (2021-2022)
- Top 100 Attorneys in Arizona, *Az Business* (2018, 2019, and 2022)
- Top 50 Highest Ranking Women in Arizona, *Who's Who in Business* published by Arizona Media (2015)
- Listed in *The International Who's Who of Franchise Lawyers* since 2010 published by Who's Who Legal
- Ranking Arizona Best of the Best Award Winner, *Az Business Magazine* (2008)
- Best of the Bar by *The Business Journal* (2005)
- Up-and-Comer by *BizAZ Magazine* (2004)

COMMUNITY INVOLVEMENT

- Phoenix Community Alliance (Executive Board Member and Secretary)
- Paradise Valley Girls Softball League (former Board Member and Treasurer)
- Girls Ranch Inc., of Arizona (former Board Member)

APR 11, 2022 - GENERAL

Southwest Super Lawyers Recognizes Seven Gust Rosenfeld Attorneys In 2022 Rankings

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JAN 19, 2022 - LEGAL ALERTS

Shining A Bright Light On Entity Owners And Applicants

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