SpencerFane®

Two Attorneys Experienced in Franchising Bring Unique Focus to Spencer Fane in Phoenix

Spencer Fane LLP is pleased to announce Christina M. Noyes and Heidi F. Purtzer joined the firm's Phoenix office as a partner and associate, respectively, in the Business Transactions practice group.

Christina and Heidi help business clients navigate franchise, corporate, and intellectual property law, providing adept counsel at every stage of business development while proactively anticipating and resolving potential disputes to maximize growth and profitability. Taking full-service approaches to their practices, they conduct analyses of franchise and business opportunity laws; prepare and review franchising agreements, franchise disclosure documents, and registrations; and handle trademark registrations and renewals.

Additionally, Christina and Heidi guide businesses through formation, mergers and acquisitions, contracts with vendors and customers, and certain self-insurance trust agreements.

"Franchise law is not only a niche legal space, but also requires comprehensive support at all stages of development and implementation, which both of these attorneys provide based on a proven track record of success," said David E. Funkhouser, Office Managing Partner for Spencer Fane in Phoenix. "Christina brings decades of experience and trusted tactics for meeting client objectives while adhering to regulatory guidelines, while Heidi builds on those principles with a complementary perspective and agile approach to client service. Both will be highly effective in helping businesses expand with confidence, and we look forward to growing our transactional practice in Phoenix and across the Spencer Fane footprint."

Christina completed her undergraduate degree at Miami University *cum laude* before working as a certified public accountant at a Big Six accounting firm, gaining advantageous skills in complex financial and operational planning which she applies to her current practice. Later, she attended the Arizona State University College of Law and earned her Juris Doctor *cum laude*.

Heidi also earned her Juris Doctor at Arizona State University's law school following its renaming to the Sandra Day O'Connor College of Law, where she earned a Pro Bono Distinction and served as a senior article editor of the *Sports & Entertainment Law Journal*. Prior, she completed her undergraduate degree at Michigan State University and earned her Master of Leadership at Northeastern University.

Beyond their practices, Christina and Heidi serve within several legal associations and community groups and are regularly recognized for their talents and contributions to franchise law. Christina also frequently authors and presents materials related to her practice at large forums and in various legal publications, establishing herself as a trusted thought leader in the industry.