SpencerFane®

Christina M. Noyes

Partner

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Overview

Christina Noyes represents franchisors and franchisees in franchise, corporate, and intellectual property law, providing adept counsel at every stage of business development while proactively anticipating and resolving potential disputes to maximize profitability and growth.

Within her full-service practice, Christina conducts analyses of franchise and business opportunity laws; structures, prepares, and evaluates franchise agreements and franchise disclosure documents (FDD), handles all aspects of state franchise registrations; and drafts, files, and registers trademarks and maintains clients' intellectual property rights. Additionally, she guides businesses and nonprofits through matters related to formation, legal opinions on formation and authority, contracts with vendors and customers, mergers and acquisitions, and certain self-insurance trust agreements.

Prior to attending law school, Christina worked as a certified public accountant at a Big Six accounting firm, gaining advantageous skills in complex financial and operational planning. She draws on this experience in her legal practice to curate optimal strategies for success, helping businesses navigate numerous, concurrent obstacles to meet specific objectives and regulatory requirements.

Education

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

Bar Admissions

- Arizona, 1996

Community Involvement

- Arizona State Bar, Business Law Executive Council, Past-Chair, Former Chair, Treasurer & Secretary
- Lost Our Home Pet Rescue, Arizona Mastiff Rescue, Great Dane Alliance of Arizona & Southwest Greyhound Adoption, Foster
- Phoenix Community Alliance, Former Executive Board Member & Secretary
- Paradise Valley Girls Softball League, Former Board Member & Treasurer

Distinctions

- *AZ Business Magazine*, Top 100 Attorneys in Arizona, 2018, 2019, 2022, 2025
  - Most Influential Women in Arizona, 2022
  - Arizona Best of the Best Award Winner, 2008
  - Up-and-Comer, 2004
- *Arizona Media*, Who's Who in Business, Top 50 Highest Ranking Women in Arizona, 2015
- *Best Lawyers in America,* Corporate Law; Franchise Law, 2003-2027
  - Lawyer of the Year, Franchise Law, 2015, 2019, 2022, 2027
- *Phoenix Business Journal*, Best of the Bar, 2005
- *PHOENIX Magazine,* Top Lawyers, Civil Law Litigation, 2025
  - Top Lawyers, Corporate Finance/Mergers & Acquisitions; Intellectual Property & Technology; Education (2022)
- *Southwest Super Lawyers*, Franchise / Dealership, 2021-2026
- *Who's Who Legal*, The International Who's Who of Franchise Lawyers, 2010-present

Memberships

- American Bar Association, Forum on Franchising
- State Bar of Arizona, Business Law Executive Council

Presentations and Publications

- "Franchising 101: Traps to Avoid and Financial Support on Expansion," Financial Executives International, Arizona Chapter, OTTO Car Club, Scottsdale, Arizona, January 2026
- "Selling Your Business Through Franchising," Founder's Guide Post Podcast, February 2025
- "Back to Basics for Modern Non-profit Issues," State Bar of Arizona, February 2025
- "Advanced Issues in Mergers and Acquisitions of Franchise Companies," American Bar Association, Forum on Franchising, 2023
- "Franchising 101," Sandra Day O'Connor School of Law, 2021-2024
- "FTC Rule," American Bar Association, Forum on Franchising, Franchise Deskbook (3rd Ed.), 2019
- "W-18: Mergers & Acquisitions – the Basics for Buying and Selling the System," American Bar Association, Forum on Franchising, 2017
- "How to Review Franchise Documents for a Prospective Franchisee," State Bar of New Mexico, Business Law Institute, 2014
- "Annual Franchise and Distribution Law Developments 2014," American Bar Association, Forum on Franchising, 2014
- "Mergers and Acquisitions of Franchise Companies," American Bar Association, Forum on Franchising, Franchise Deskbook (2^{nd}), 2014

- "Agreements and Issues Related to the Franchise Sales Process," *Collateral Issues in Franchising Beyond Registration and Disclosure* (1st Ed.), American Bar Association, Forum on Franchising, 2013
- "Covenants Against Competition in Franchise Agreements" (3rd Edition), American Bar Association, Forum on Franchising, 2012
- "The Perils of Third Parties Selling or Servicing Your Brand: Broker, Area Representative and Area Developer Programs," American Bar Association, Forum on Franchising, Annual Forum, October 2011
- "Oh No, Is That Really a Material Change?" International Franchise Association, Legal Symposium, May 2011
- "Types of Business Structures and Trademarks 101," Kingdom Business Institute, 2010
- "The Proposed New Business Opportunity Rule and State Business Opportunity Laws," American Bar Association, Forum on Franchising, Annual Forum, 2007
- "Tying It All Together," Arizona Franchisor Association, 2005
- "Advertising – Doing It Right Legally," Maricopa County Bar Association, Corporate Counsel Division, 2000
- "Franchising and Trademark Law – Where It's at and Where It's Going," The Arizona Paralegal Association, 2000