



Heidi F. Purtzer

Associate

Contact

Phoenix

P 602.333.5463 | F 602.333.5431

hpurtzer@spencerfane.com



Overview

Heidi Purtzer helps businesses navigate franchise, corporate, and intellectual property law, providing comprehensive legal services which effectively position her clients to expand business operations and preserve creative works while adhering to federal and state laws.

Using a keen attention to detail, Heidi conducts in-depth analyses of franchise and business opportunity laws, then drafts, prepares, and reviews franchising agreements, franchise disclosure documents and registrations, and trademark registrations and renewals. Her agile approach to franchise law is both highly nuanced and supported by trusted principles and processes.

Additionally, Heidi provides representation for business and nonprofit clients with respect to formation, contracts with vendors and customers, mergers and acquisitions, and certain self-insurance trust agreements.

Heidi previously served as a law clerk for the U.S. Attorney's Office and was an extern for the Hon. James F. Metcalf of the U.S. District Court for the District of Arizona, valuable experience which laid the foundation for her current private practice.

Education

- Arizona State University – Sandra Day O'Connor College of Law, 2017 (J.D.)
- Northeastern University, 2014 (M.S.L.)
- Michigan State University, 2012 (B.A.)

Bar Admissions

- Arizona, 2018

Court Admissions

- U.S. District Court for the District of Arizona, 2019

Community Involvement

- Arizona Spartans
- Michigan State Varsity S Club

Distinctions

- *Best Lawyers in America*, Franchise Law, 2023-2025
- *Phoenix Magazine*, Top Lawyers – Corporate Finance/Mergers & Acquisitions; Intellectual Property & Technology, 2022
- Arizona State University, Sandra Day O'Connor College of Law, 2017
 - Pro Bono Distinction
 - *Sports & Entertainment Law Journal*, Senior Article Editor

Memberships

- State Bar of Arizona
- Arizona Women Lawyers Association
- Young Lawyers Division of the State Bar of Arizona
- American Bar Association Forum on Franchising