

Jeffrey H. Wolf

Partner

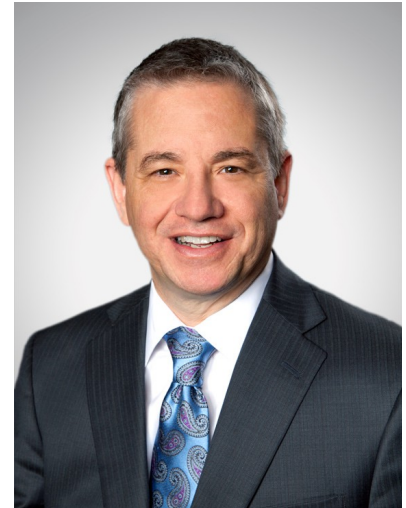
Jeff Wolf is a commercial litigator with nearly 30 years of experience representing clients in a variety of business sectors. His practice focuses on franchise, employment, health care, contract, partnership, real estate, and intellectual property matters. He also serves as outside general counsel to several Phoenix-based behavioral health care companies.

As a member of the firm's national Franchise & Distribution team, Mr. Wolf devotes a significant part of his practice to representing franchisors in litigation involving issues of unpaid or under reported royalties, fraud, liquidated damages, system standards, earnings claims, encroachment, advertising funds, trademark and trade dress infringement, and vicarious liability. He also has extensive experience handling cases requiring the enforcement of restrictive covenants and other post-termination rights and the defense of franchise and consumer class actions and other system-threatening cases.

Mr. Wolf has handled numerous arbitrations, bench trials and jury trials in state and federal courts throughout the United States. He is a highly effective, detail-oriented and responsive attorney committed to helping clients resolve their disputes as cost efficiently as possible, whether through early settlement, mediation or, if necessary, trial.

Significant litigation experience includes:

- Currently acting as lead defense counsel for a Fortune 50 company in an action brought by a fourteen plaintiffs seeking a multi-million dollar award of damages based on claims for breach of contract, breach of the covenant of good faith and fair dealing, fraud and violations of the Robinson-Patman Act.
- Defended a 900-unit franchise system in an arbitration proceeding brought by a former software developer arising from the termination of a software license agreement. The plaintiff sought in excess of \$50 million in damages. Obtained a defense verdict after a two-week hearing.
- Defended one of the world's most recognized fitness chains in a nationwide class action alleging violations of the Telephone Consumer Protection Act (TCPA). Plaintiffs sought to certify a nationwide class purportedly consisting of thousands of consumers. Trial court granted Rule 12(b)(6) motion to dismiss.
- Currently acting as lead counsel for a publicly-traded, Arizona based franchisor in the defense of a collective arbitration proceeding filed by a group of 18 franchisees alleging termination-related claims for breach of contract, fraud, breach of the implied duty of good faith



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- and fair dealing and statutory violations.
- Served as regional litigation counsel for the world's largest guest lodging and real estate franchisor and its numerous subsidiaries in matters arising from franchisee disputes, including enforcement of quality-assurance and brand standards and non-payment of royalties.
- Defended a major international credit card issuer against a publicly-traded corporation seeking \$20 million in damages for claims alleging aiding and abetting fraud and conversion. Obtained a dismissal of the plaintiff's claims on a Rule 12(b)(6) motion to dismiss.

Legal Services

- [Franchise & Distribution](#)
- [Trade Secrets and Unfair Competition](#)
- [Class Action Defense](#)
- [Health & Life Sciences](#)
- [Litigation & Dispute Resolution](#)
- [Labor & Employment](#)
- [Financial Institutions Litigation](#)
- [Trade Secrets](#)

Education and Honors

- Washington University in St. Louis School of Law (J.D., 1986)
- University of Hartford (B.A., *cum laude*, 1982)

Bar Admissions

- Arizona

Court Admissions

- U.S. Court of Appeals, 9th Circuit
- U.S. District Court, District of Colorado
- U.S. District Court, District of Arizona
- U.S. District Court, Southern District of California

Professional and Civic Activities

- Boys & Girls Clubs of Metro Phoenix Board (Board of Directors)
- Scottsdale Center for the Performing Arts (Member, Advisory Board)
- Maricopa County Bar Association (Member)
- State Bar of Arizona (Member: Litigation and Labor and Employment Sections)
- American Bar Association (Member: Forum on Franchising)
- International Franchise Association (Member: Council of Franchise)

- Suppliers)
- Terros, Inc. (Board of Directors, 1998–2010)
- Maricopa County Bar Foundation (Board of Trustees, 2004–2006)
- Jewish National Fund (Board of Directors, 2004–2006)

Professional Recognition

- Recognized as Best Lawyers® Phoenix Franchise Law "Lawyer of the Year" (2017)
- Best Lawyers in America® (2007–present: Franchise Law)
- Southwest Super Lawyers® (Franchise/Dealership Law); (2007-present; named among the Top 50 attorneys in Arizona in 2012 and 2013)
- Selected for inclusion in "Who's Who of Franchise Lawyers" by the International Who's Who of Business Lawyers (2011–2018)
- Arizona's Top Lawyers, AZ Business Magazine (2014: Commercial Litigation)
- Arizona's Finest Lawyers (2011)
- Who's Who Legal: Franchise (2018)
- Who's Who in Law, Phoenix Business Journal (2006)
- Franchise Times Legal Eagle (2004-2017)
- Franchise Times Hall of Fame (2013)
- Recipient of Lexology Client Choice Award (Arizona: Litigation 2015)

Publications and Presentations

10/25/18

"Litigating Trademark Issues in Franchise Matters"

American Intellectual Property Law Association (AIPLA) Annual Meeting

05/11/15

"Arizona Franchise Excellence Award Winners Announced"

Franchise Law Insider

04/07/15

"Arizona Franchise Excellence Awards Finalists Announced"

Franchise Law Insider

03/27/15

"Quarles & Brady Franchising Workshop in Phoenix, Arizona"

Franchise Law Insider

02/12/15

"A Supersized Mess? How the NLRB's Recent Attempts to Deem McDonald's a Joint Employer Could Affect Franchising and Your Business"

Quarles & Brady Business Law Training

01/15/15

"Are You Ready to Franchise or Expand Your Product or Service Line?"

Quarles & Brady Franchising Workshop Series

07/07/14

"SCOTUS: The squeeze is on"

The Record Reporter

05/05/14

"Continuing Your Business during Franchise Class Actions: What You Can, Cannot, Should and Should Not Do"

IFA's 47th Annual Legal Symposium

10/01/13

"Caught Between Scylla and Charybdis: Are Franchisors Still Stuck Between the Rock of Non-Uniformity and the Hard Place of Vicarious Liability?"

ABA Franchise Law Journal

05/01/10

"The Importance of Enforcing Post-Termination Rights in a Down Economy"

International Franchise Association's 42nd Annual Legal Symposium

02/18/10

"Is Your Business Ready to Franchise"

Webinar

05/01/09

"Preparing and Winning Injunctions for Franchisees and Franchisors"

International Franchise Association's 41st Annual Legal Symposium

02/01/09

"Rip-offs, Knockoffs and Passing Off"

IFA Business Solutions Roundtable (San Diego, California)

Selected Representations

With nearly 30 years of experience as an attorney, Jeff has a long track record of successful representations. These are just a few examples:

- Defending a national retail services franchisor in a class action alleging violations of California wage and hour statutes.
- Defending a national retail services franchisor in a dispute over terminated software development agreement in which the plaintiff is seeking \$15 million in damages.
- Represented a major credit card issuer in a defense of action for aiding and abetting fraud and conversion in which the plaintiff, a publicly traded corporation, sought over \$20 million in damages.

Obtained a dismissal of the plaintiff's claims on a Rule 12(b)(6) motion to dismiss.

- Defended an international ice cream franchisor in a national class action suit arising from claims under the Fair and Accurate Credit Transactions Act. Obtained a dismissal of the lawsuit prior to the client's filing its initial responsive pleading.
- Represented an international ice cream franchisor in several termination-related franchisee disputes involving violations of quality-assurance and systems standards and unpaid royalties. Obtained preliminary injunctions to enjoin franchisees from violating post-termination covenants and the Lanham Act.
- Represent a major petroleum marketer in litigation matters involving termination-related claims asserted by franchise dealers under the Petroleum Marketing Practices Act.
- Represented a fast-food franchisor in a dispute with a former franchisee that abandoned its subleased restaurant premises. Obtained an order of eviction against the franchisee-sublessee, full recovery of past-due franchise royalties and rent, and our client's attorneys' fees.
- Represented the world's largest guest lodging and real estate franchisor and its numerous subsidiaries (including Ramada, Days Inn, Super 8, Century 21, Coldwell Bank, and ERA Realty) as southwest regional counsel in dozens of litigation matters arising from franchisee disputes, including enforcement of quality-assurance and brand standards and termination-related disputes.
- Represent a family-style, casual-dining franchisor in cases involving ADA public access claims, FACTA claims, and franchisee disputes regarding the enforcement of quality-assurance and brand standards, unpaid royalties, and the violation of post-termination restrictive covenants.
- Represented an employment staffing franchisor in a complex "mini-class action" arbitration proceeding that involved more than 20 franchisees, asserting claims in excess of \$7 million.
- Represented a hotel franchisor in a litigation matter against a former franchisee, arising from unfair competition and trademark infringement. Obtained a temporary restraining order to prevent the franchisee from prematurely terminating and converting to a competing hotel brand.
- Represent a retail membership-based franchisor of massage services as lead national litigation counsel in matters involving franchisee and regional developer disputes and third-party vicarious liability claims.
- Represented an international print shop franchisor in a lawsuit filed by a former franchisee, in which claims of breach of contract and unfair trade practices were alleged. Obtained summary judgment on behalf of client on all claims.

- Represented an international cookie franchisor in a dispute involving health and safety violations, brand standards, and unpaid royalties. Obtained a preliminary injunction to enforce termination and enjoin the franchisee from Lanham Act violations.
- Represent an international real estate franchisor as lead national litigation counsel in numerous trademark infringement actions and franchisee disputes throughout the United States and abroad.
- Defended a business sign franchisor in several related actions filed by a former franchisee, alleging fraudulent earnings claim, racketeering, and breach of franchise agreement. Court granted summary judgment on all claims asserted by the franchisee.
- Represented a legal document preparation franchisor in a termination-related dispute with a multiple-unit franchisee. Obtained a temporary restraining order, and then permanent injunction, enjoining the franchisee from continuing to operate a competing business utilizing our client's trade secrets.