



Andrew L.  
Rodenbough  
PARTNER

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Andy Rodenbough has a wide-ranging litigation practice that includes business litigation, non-compete litigation and franchise litigation. He regularly represents clients in state court, federal court, and the North Carolina Business Court, as well as in appellate courts.

### COMPLEX BUSINESS LITIGATION

Andy represents individuals and companies from a variety of industries in business disputes, with a particular focus on litigation in the North Carolina Business Court. Andy has experience in matters including complex contract disputes, litigation regarding non-compete covenants and other restrictive covenants, class action litigation, franchisee/franchisor disputes, and unfair trade practices litigation.

### NON-COMPETE LITIGATION

Andy advises both employers and employees regarding non-compete, non-solicitation, and other restrictive covenants, and frequently represents parties in state-court and federal-court disputes arising from those covenants.

### FRANCHISE LITIGATION

Andy is familiar with the types of disputes that arise from franchisee/franchisor relationships, including disputes over the requirement and sufficiency of pre-contract franchise disclosures, and advises clients who find themselves in those disputes. His experience includes representing a group of franchisees in bet-the-company litigation against a franchisor in the North Carolina Business Court.

## EXPERIENCE

- Represented both employers and employees in lawsuits involving non-compete, non-solicitation, and other post-employment restrictive covenants, in both state and federal court, including successfully obtaining and defending against injunctions.
- Represented clients in bet-the-company litigation in the North Carolina Business Court, including a dispute between franchisees and a franchisor that has included successfully briefing and arguing numerous discovery and dispositive motions.
- Represented an importer and retailers in consumer products class-action litigation spanning eight lawsuits in six federal district courts, successfully obtaining dismissal of claims in several lawsuits.
- Defended one of the largest U.S. railroad companies in Federal Employers' Liability Act (FELA) lawsuits in North Carolina state and federal courts.
- Represented a major state political party in obtaining, on less than 24 hours' notice, a temporary restraining order requiring county to re-open polling place for one-stop early voting, allowing hundreds to vote on the last day of early voting.
- Represented N.C.-based manufacturer in the North Carolina Business Court and federal litigation against competitor and former owner alleging intellectual property theft and wrongful competition.
- Successfully argued before federal appellate court in defending clients against trademark infringement litigation.

## SERVICES

Appellate

Complex Business Litigation

Employment Litigation

Federal Litigation

Litigation

North Carolina Business Court

## CREDENTIALS

### Honors & Recognitions

Selected by his peers for inclusion in *The Best Lawyers in America*® "Ones to Watch" for Commercial Litigation (2021-2023) and Litigation - Labor and Employment (2022 & 2023)

Recognized in *North Carolina Super Lawyers* (Thomson Reuters) as a "Rising Star" in Business Litigation (2022)

Recognized in *Benchmark Litigation* on their "40 & Under List" (2023)

### Education

University of North Carolina School of Law, J.D., 2013, with honors; Editor in Chief, *North Carolina Law Review* University of North Carolina at Chapel Hill, B.A., 2008

### Admissions

North Carolina

U.S. Court of Appeals for the 4th Circuit

U.S. District Court for the Western, Middle, and Eastern Districts of North Carolina

## PROFESSIONAL & CIVIC

Leadership Greensboro, Greensboro Area Chamber of Commerce, 2022 Graduate

Greensboro Bar Association Young Lawyers Section (2013-present)

## ABOUT ME

My first priority is achieving positive outcomes for our clients. Sometimes that means fighting things out in court, an arena where my competitive fire shines, but I also have the experience and judgment to navigate a compromise when it makes sense to do so. Whatever the case, I promise that I'll treat your business and your problems like they're my own.

North Carolina is and will always be my home. I was born and raised in Greensboro and I'm raising my kids here, so this community means a lot to me. Now I'm in a position where I can help local businesses and individuals solve the complex legal problems they face on a daily basis. It's a privilege and an honor to do so.

I worked in ESPN's Stats and Analysis department before practicing law and am always ready to argue about ACC basketball and football. When I'm not working, you can usually find me at home watching sports or playing with my wife Frances, our daughters Grace and Leigh, and our dog Lawson.

## NEWSROOM

### News

*Benchmark Litigation* Recognizes 16 Brooks Pierce Attorneys  
10.13.2022

Brooks Pierce Attorneys Recognized in *The Best Lawyers in America*® 2023 Guide  
08.18.2022

Andy Rodenbough Completes 2022 Leadership Greensboro Program  
05.26.2022

Andy Rodenbough Named to Leadership Greensboro 2022 Class  
10.04.2021

72 Brooks Pierce Attorneys Recognized in *The Best Lawyers in America*® 2022 Guide  
*The Best Lawyers in America*®, 08.19.2021

### Publications

VTubing: Legal Protections and Pitfalls  
07.14.2021

Reviewing Business Contracts in Light of the COVID-19 Crisis  
*COVID-19 Response Resource Center: Timely Counsel for your Business*, 03.25.2020

Brooks Pierce Attorneys Author "Weapons Emerging to Take Up Against 'Trolls'" in National Law Journal  
09.07.2014