



Paul F. Woody

Partner

pwoody@ubglaw.com

St. Louis - 314.516.2676

Paul advises franchisors in a variety of industries to help ensure their compliance with federal and state laws and proactively avoid disputes. An experienced business attorney and litigator, he has deep knowledge of the compliance and business concerns affecting franchisors across a wide range of industries. He is well-versed in all aspects of the franchisor-franchisee relationship and the agreements that govern those relationships, and he has managed franchise litigation and directed litigation avoidance and prevention efforts.

In addition to his work with franchisors, Paul advises growing businesses across a variety of industries on matters related to compliance, dispute resolution, and corporate governance. He has handled corporate and employment litigation at every stage, including presenting arguments before appellate courts.

Paul previously served as general counsel for a large sports and recreation franchisor with over 300 franchises throughout the U.S., Canada, and Japan. In that role, he provided legal guidance, contributed to strategic planning and key decisions, oversaw compliance and litigation strategies, and managed franchisee relationships, including franchise transfers, rectifying compliance issues, and franchise terminations. This previous in-house experience enables him to anticipate and relate to his clients' business needs and priorities.

Before practicing law, Paul worked in state and local government and political communications. He understands that effective legal counsel and advocacy starts with effective communications. Clients value his ability to translate legalese into plain English and to make legal concepts and strategy accessible and understandable, skills he has honed while working in the Capitol, classroom, and courtroom. He is a Certified Franchise Executive and an adjunct professor at Saint Louis University School of Law, where he teaches franchise law.

Outside of his legal practice, Paul is a youth baseball coach and an avid fan of the game. He is also an amateur photographer and history buff.

Education

- Saint Louis University (B.A.)

Practices & Industries

- Franchising & Distribution Industry
- Distribution
- Established & Growing Franchisors
- Franchising Regulatory Compliance & Exemptions
- Start-Up Franchisors
- Business Law
- Franchising & Distribution
- Energy
- Convenience Retailing
- Energy Litigation
- Oil & Gas
- Renewables
- Utilities
- Energy Industry
- Mobility, Consumers & Products
- Cannabis Industry

- Saint Louis University School of Law (J.D.)

Bar Admissions

- Missouri
- Illinois

Professional Affiliations

- The Missouri Bar
- International Franchise Association (*Certified Franchise Executive*)
- American Bar Association's Forum on Franchising
- Bar Association of Metropolitan St. Louis (*"Bridging the Gap" Committee Chair, 2012-2015*)

Community Involvement

- Boys & Girls Clubs of St. Charles County (*Vice President, Board of Directors, 2026*)
- St. Charles County Convention Center and Sports Facilities Authority (*Commissioner, 2015-present; Vice Chair, 2025; Secretary-Treasurer, 2024*)

Awards & Honors

- Named to *The Best Lawyers in America*®, Franchise Law (2026)
- Named to The Legal 500 US Elite, Missouri, Commercial Disputes (2025)
- Bar Association of Metropolitan St. Louis (BAMSL) Young Lawyers Division's Award of Merit (2014)

News & Media

July 21, 2026

UB Greensfelder Attorneys and Firm Earn Recognition in Legal 500 2026 U.S. City Elite Rankings

July 2, 2026

California Franchise Broker Registration Law Takes Effect July 1, 2027: What Franchisors, Franchise Brokers, and Franchise Sales Organizations Need to Know

August 21, 2025

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2026 List

July 29, 2025

ADA Website Accessibility Lawsuits on the Rise: What Businesses and Restaurants Need to Know

February 10, 2025

UB Greensfelder Partner Paul Woody Reappointed Vice Chair of St. Charles Convention & Sports Facilities Authority Board of Directors

October 31, 2024

FTC Implements New Rule Regulating Subscription-Based Services, Free Trial

Offers, and Other Automatic Renewal Sales Systems

August 19, 2024

Your Trade Secret IP Stands Between You and Your Competition. The Impending September 4, 2024 FTC Rule Would Ban Most Non-Competes. Has the FTC Taken Away One of Your Reasonable Steps to Protect Your Trade Secrets? Not So Fast.

April 24, 2024

FTC Issues Rule Prohibiting Non-Competes

February 1, 2024

UB Greensfelder Promotes Seven Attorneys to Partner

November 13, 2023

Paul Woody Explores The Appeal Of Franchises For Private Equity In M&A Deals In Recent PE Hub Article

November 13, 2023

Paul Woody Highlights The Allure Of Predictable Revenue Streams For Private Equity Firms In PE Hub Interview

November 7, 2023

Paul Woody Shares Insights With SHRM On NLRB's Expanded Joint-Employer Rule

October 27, 2023

Paul Woody Weighs In no NLRB Adopting An Expanded Joint-Employer Rule In The Business Journals

October 26, 2023

Paul Woody Quoted In SHRM Article Regarding NLRB Adopting An Expanded Joint-Employer Rule

August 11, 2021

Paul Woody Takes Leadership Role In ABA Forum On Franchising

Publications & Presentations

PUBLICATIONS

- Co-Author, "Being Picky: Choosing the Right Franchisees Can Be the Key to Your Brand's Long-Term Success," *Franchising World* (June/July/August 2025)

PRESENTATIONS

- Co-Presenter, "Avoiding the Franchise Landmines Hiding in Your License Agreements," Association of Corporate Counsel, St. Louis Chapter (September 2025)
- "Advertising Issues for Franchise Systems: From 'A' Customer to Prospective 'Zees'" American Bar Association 45th Annual Forum on Franchising (November 2022)