

**JUDITH A. JARVIS**

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**EMPLOYMENT**

**Red Lion Hotels Corporation  
Coral Springs, Florida, 2016 to present**

Serve as the Senior Vice President and Associate General Counsel of a New York Stock Exchange multi-brand hotel company. I oversee all legal aspects of domestic and international franchising and licensing; non-branded technology solutions; loyalty program and promotions; litigation; and vendor contracting (including distribution and technology relationships). I work closely with brand management; accounting and finance; digital partnerships, marketing, and loyalty teams; hospitality systems (IT); and human resources, and I function as the lead interface between all operations departments and the legal department. As a member of the senior management committee, I participate in strategic planning and innovation alongside our C-level executives.

**Vantage Hospitality Group, Inc.  
Coral Springs, Florida, 2008 to 2016**

Served as the Vice President of Legal Affairs and Chief Legal Officer of an international hotel chain consisting of approximately 1,200 member hotels and its related insurance agency, hotel brokerage, hotel management company, outdoor hospitality affiliate, and international affiliates. I was responsible for all departmental personnel and all legal matters, including those related to franchising (of five hotel systems in the U.S. and Canada); international master licenses; travel industry and technology agreements; consumer and business development marketing, advertising, and public relations; contests and promotions; affiliate marketing; human resource matters; corporate finance; intellectual property; contract administration; litigation management; and legal aspects related to the auditing of the companies' financial statements. I also directly handled or managed all merger and acquisition activities; hotel development matters; and related corporate finance activities. As a member of the company's Executive Committee, I participated in all significant legal and business matters involving the company and its affiliates, including expansion into new territories and business lines.

**SeaEscape Entertainment, Inc.**  
**Fort Lauderdale, Florida, 2005 to 2008**

Served as the Vice President of Legal Affairs and later the Executive Vice President of an entertainment cruise company that operated gaming and entertainment cruises 14 times a week on a 15,000-ton Bahamian-flagged cruise ship sailing out of Port Everglades (Fort Lauderdale), Florida. In these capacities, as well as in my previous role as General Counsel (through the Law Offices of Judith A. Jarvis, P.A.), I assisted the owners in taking the company public and related corporate finance matters, and oversaw legal work ranging from international maritime matters (including charterparties and ship purchase transactions) to Coast Guard regulatory issues to employment matters (more than 300 people from more than 40 countries lived and worked aboard the ship, with an additional 100 shoreside personnel supporting its operations) to general corporate matters for the company and its 85 affiliated entities. When the two principal owners were incarcerated in federal prison on charges unrelated to the company, I oversaw operations and the closure of the business, and related matters.

**Law Offices of Judith A. Jarvis, P.A.**  
**Fort Lauderdale, Florida, 1997 to 2005**

Served as either General Counsel or Special Securities Counsel to several public and private companies. Representations included corporate governance; mergers and acquisitions; reporting under the Securities Exchange Act of 1934; oversight of complex commercial litigation, including class actions; negotiating intellectual property rights and drafting agreements regarding same; commercial real estate; franchise and membership association matters; and interfacing with members of senior management on varied business and legal matters.

**TradeLink International, Inc.**  
**Miami, Florida, 1995 to 1997**

Served as the Vice President and General Counsel of a start-up international telecommunications and marketing company; handled all general corporate and securities law matters, including steps necessary to cause company's common stock to be quoted on the OTC Bulletin Board; established offices in New York and Mexico City; liaised with lawyers and strategic allies in Central America and the United States.

**Stroock & Stroock & Lavan  
Miami, Florida, 1994 to 1995**

Served as an associate in the Corporate & Securities Department; continued my previous corporate and securities practice and expanded it to include substantial debt offerings for major national client; broadened experience to include securities matters in complex bankruptcy setting, including research, analysis, and development of strategies in multifaceted business reorganization.

**Broad and Cassel (now Nelson Mullins)  
Miami, Florida, 1990 to 1994**

Served as an associate in the Corporate & Securities Department; gained in-depth knowledge of both the Securities Act of 1933, as amended, and the Securities Exchange Act of 1934; represented underwriters and issuers in initial public offerings and secondary offerings; worked closely with clients and accountants in the preparation and filing of annual, quarterly and other reports; negotiated with the SEC and state regulators on securities law matters; was responsible for an international offering of American Depository Receipts.

**Honorable Loren A. Smith  
Washington, D.C., 1989 to 1990**

Served as one of two law clerks to the Chief Judge of the United States Claims Court (now the Court of Federal Claims); researched and drafted opinions in cases in which the United States was the defendant, including constitutional and tax issues, regulatory takings, patent infringement, and Native American claims.

**REPORTED CASES**

*Grant v. Baetz*, 225 Fed. Appx. 471 (9th Cir. 2007)

*Plestina v. Baetz*, 225 Fed. Appx. 470 (9th Cir. 2007)

*Global Crossing Bandwidth, Inc. v. Global Telesys Corp.*, 83 Fed. Appx. 32 (6th Cir. 2003)

*Freret Marine Supply v. M/V Enchanted Capri*, 2003 WL 22471990 (E.D. La. 2003)

## **SELECTED PRESENTATIONS**

**Academy of Hospitality Industry Attorneys  
Washington, D.C., April 2013**

Topic: False branding

**International Bar Association/International Franchise Association  
Washington, D.C., March 2012**

Topic: Alternatives to master licensing in the international franchising context  
(paper published at 10:4 International Journal of Franchising Law 3 (2012))

**Association of Internet Professionals – South Florida Chapter  
West Palm Beach, Florida, March 2001**

Topic: Investment capital in the post-dot.com era

**International Association for Exhibition Management  
Orlando, Florida, December 1994**

Topic: Identity theft

**The Florida Bar  
At Sea Aboard the M/S ECSTACY, October 1994**

Topic: Raising capital for travel-related ventures

## **TEACHING**

Adjunct Professor of Law  
Nova Southeastern University College of Law  
Davie, Florida, 2000 to 2009; 2020-

Current Course: Franchise Law

Past Courses: Gambling Law; Legal Drafting; Legal Writing; Securities Regulation

## PROFESSIONAL AFFILIATIONS

Academy of Hospitality Industry Attorneys  
American Bar Association  
American Hotel & Lodging Association (Member, General Counsel's Committee)  
International Franchise Association

## BAR MEMBERSHIPS

The Florida Bar  
United States Supreme Court  
United States Court of Appeals – Ninth and Eleventh Circuits  
United States District Court – Southern District of Florida (Trial Bar)

## EDUCATION

**J.D. *cum laude*, University of Miami, 1989**

Class Rank:

11/364 (Top 3%)

Honors:

Order of the Coif  
Editor-in-Chief, *University of Miami Inter-American Law Review*

Publications:

*AIDS, the American Seaman, and the Law of Personal Injury*, 13 *Tulane Maritime Law Journal* 101 (1988)

*Seeking Its Place in the Sun: Florida's Emerging Role In International Commercial Arbitration*, 19 *University of Miami Inter-American Law Review* 363 (1988)

**B.A. in Psychology, New York University, 1981**

Honors:

University Scholars Program

Four-year merit scholarship

Teaching Assistant – Introduction to Psychology