



**Stephen E. Story**  
Member

T (757) 624.3257  
F (888) 360.9092  
sestory@kaufcan.com

---

Steve is the Chairman of the firm's Franchise Practice Group. His practice includes a unique emphasis on franchising, intellectual property, technology, sales, distribution, marketing issues, and antitrust law. He represents several local, regional, and national franchisors and also multiple-unit operator franchisees and single-unit franchisees.

#### PRACTICE AREAS

- Alcoholic Beverage Team
- Intellectual Property & Franchising
- Litigation
- Commercial

#### INDUSTRIES

- Manufacturing & Distribution

#### REPRESENTATIVE MATTERS

- Represent franchisors as general counsel in drafting franchise disclosure documents, franchise and related agreements, franchise registration issues, and on trademark matters
- Represented two franchisees in cases seeking refund of all initial franchise fees based upon franchisor's failure to locate a suitable site in accordance with franchise agreement terms
- Represent hotel franchisees in negotiations and litigation with franchisors over liquidated damages provisions
- Represent franchisees (area developers and single unit) in evaluating franchise offerings and related work (setting up a legal entity, negotiation of leases) for start-up franchisees

#### RECOGNITION AND HONORS

- *Best Lawyers in America*, 2004–2024
- Top Lawyers; *CoVaBIZ*, 2017–2019, 2023
- *Best Lawyers in America*; Norfolk Litigation - Intellectual Property Lawyer of the Year, 2016, 2023
- Virginia's Legal Elite; Intellectual Property Law, *Virginia Business Magazine*, 2000–2014, 2016–2022
- Legal Eagle; *Franchise Times*, 2014, 2019–2020
- Virginia Super Lawyers; (Franchising/Dealership) *Law & Politics*, 2006–2018
- AV® Rated; Martindale-Hubbell

#### ASSOCIATIONS

- American Bar Association; Forum on Franchising and Antitrust Law Section
- International Franchise Association (Legal/Legislative Committee)
- Virginia State Bar; Past Chairman, Antitrust, Franchise and Trade Regulation Section, Board of Governors, 1995–2003

## ASSOCIATIONS (CONT.)

- First Presbyterian Church of Norfolk, Virginia ; Trustee, 2003–2009; 2014
- Norfolk-Portsmouth Bar Association

## ADMISSIONS

- Virginia

## EDUCATION

- University of Texas; B.A., 1978
- University of Texas School of Law; J.D., with honors, 1981

## WEBINARS

- Mortgage Acts and Practices
- Protecting Your Brand and Trademarks

## PRESS AND PUBLICATION

- 54 Kaufman & Canoles Attorneys Named *Best Lawyers in America*© 2024, 6 Named “Lawyer of the Year,” and 10 Named “Ones to Watch”
- 44 Kaufman & Canoles Attorneys named as Top Lawyers 2023 in *CoVaBIZ Magazine*
- 53 Kaufman & Canoles Attorneys Named *Virginia Business Magazine’s* “Legal Elite” 2022
- 48 Kaufman & Canoles Attorneys Named *Best Lawyers in America*© 2023, 4 Named “Lawyer of the Year,” and 8 Named “Ones to Watch”
- 52 Kaufman & Canoles Attorneys Named *Virginia Business Magazine’s* “Legal Elite” 2021
- 48 Kaufman & Canoles Attorneys Named *Best Lawyers in America*© 2022, 4 Named “Lawyer of the Year,” and 8 Named “Ones to Watch”
- 53 Kaufman & Canoles Attorneys Named *Virginia Business Magazine’s* “Legal Elite” 2020
- 46 Kaufman & Canoles Attorneys Named to *Best Lawyers in America* 2021 and 5 Named “Lawyer of the Year” and 7 Named “Ones to Watch”
- Stephen E. Story Named *Franchise Times* “2020 Legal Eagle”
- 48 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite 2019
- 45 Kaufman & Canoles Attorneys Named Best Lawyers in America 2020 and 3 Named Lawyer of the Year
- Stephen E. Story Named *Franchise Times* “2019 Legal Eagle”
- 48 Kaufman & Canoles Attorneys Named *Virginia Business Magazine’s* Legal Elite 2018
- 40 Kaufman & Canoles Attorneys Named as Top Lawyers 2019 in *CoVaBIZ Magazine*
- 43 Kaufman & Canoles Attorneys Named Best Lawyers in America 2019 and 8 Named Lawyers of the Year
- 31 Kaufman & Canoles Attorneys Named as Super Lawyers 2018 and 5 Named as Rising Stars 2018
- 31 Kaufman & Canoles Attorneys Named as Top Lawyers 2017/18 in *CoVaBIZ Magazine*
- 48 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite 2017
- 46 Kaufman & Canoles Attorneys Named Best Lawyers in America 2018
- 29 Kaufman & Canoles Attorneys Named as Super Lawyers 2017 and 5 Named as Rising Stars 2017
- Client Mosquito Joe Included in 2016 Roaring 20
- 48 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite 2016
- 40 Kaufman & Canoles Attorneys Named Best Lawyers in America 2017
- 32 K&C Attorneys Named as Super Lawyers 2016 and 4 Named as Rising Stars 2016
- 42 Kaufman & Canoles Attorneys Named Best Lawyers in America 2016
- 32 K&C Attorneys Named as Super Lawyers 2015 and 7 Named as Rising Stars 2015
- 42 Kaufman & Canoles Attorneys Named Best Lawyers in America 2015
- 45 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite 2014
- 29 K&C Attorneys Named as Super Lawyers 2014 and 8 Named as Rising Stars 2014
- 54 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite 2013
- 42 Kaufman & Canoles Attorneys Named to Best Lawyers in America 2014
- 29 K&C Attorneys Named as Super Lawyers 2013 and 14 Named as Rising Stars 2013
- 55 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite 2012
- 41 Kaufman & Canoles Attorneys Named to Best Lawyers in America 2013
- 40 K&C Attorneys Named as Super Lawyers 2012 and 14 Named as Rising Stars 2012
- 53 Kaufman & Canoles Attorneys Named *Virginia Business Magazine’s* Legal Elite 2011

## PRESS AND PUBLICATION (CONT.)

- 40 K&C Attorneys Named “Best Lawyers in America” 2012
- 36 K&C Attorneys Named as Super Lawyers 2011 and 14 Named as Rising Stars 2011
- 39 Kaufman & Canoles Attorneys Named *Virginia Business Magazine’s* “Legal Elite” 2010
- Franchising Your Business
- 36 K&C Attorneys Named to Best Lawyers in America 2011
- 4 K&C Attorneys Named in Corporate Counsel Edition of Super Lawyers 2010
- 31 K&C Attorneys Named as Super Lawyers & 11 Named as Rising Stars 2010
- 39 K&C Attorneys Named *Virginia Business Magazine’s* Legal Elite 2009
- 35 Kaufman & Canoles Attorneys Named to Best Lawyers in America 2010
- 30 Attorneys Named Super Lawyers, 12 Named Rising Stars
- 6 Kaufman & Canoles Attorneys Named in Corporate Counsel Edition of Super Lawyers 2009
- 36 Kaufman & Canoles Attorneys Named to Best Lawyers in America 2009
- 36 Kaufman & Canoles Attorneys Named *Virginia Business Magazine’s* Legal Elite 2008
- 28 Kaufman & Canoles Attorneys Named as Super Lawyers and 8 Named as Virginia Rising Stars 2008
- 34 Kaufman & Canoles Attorneys Named Best Lawyers in America 2008
- 20 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite 2007
- 30 Kaufman & Canoles Attorneys Named in Virginia Super Lawyers 2007
- 34 Kaufman & Canoles Attorneys Named to Best Lawyers in America 2007
- 34 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite 2006
- 32 Kaufman & Canoles Attorneys Named to Best Lawyers in America
- 31 Kaufman & Canoles Attorneys Named to *Virginia Business Magazine’s* Legal Elite
- 30 Kaufman & Canoles Attorneys Selected as Best Lawyers in America
- What To Do When a Franchising Deal Goes Bad
- Investigating Franchising Your Business
- Franchising Your Business - 2005 Version
- Franchising Issues
- Top Red Flags with a Franchise, Business Opportunity or Similar Offering
- Top 10 Things A Potential Franchisee Should Know About a Franchise Offering
- Before Investing in a Franchise