



## John Godar

### OF COUNSEL

ST. LOUIS, MO

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### OVERVIEW

A respected relationship builder, John leverages more than three decades of in-house counsel experience at a leading brewery to help clients.

After beginning his career in private practice assisting clients with complex civil business litigation, John spent more than 30 years as a recognized leader in alcohol beverage law as Associate General Counsel for Anheuser-Busch, Anheuser Busch InBev and Anheuser Busch Companies, LLC, where he won *Missouri Lawyer Media's* In-House Counsel Award. In this legal leadership role, John built long-term collaborative relationships with three-tier route-to-market collaborators – suppliers, wholesalers and retailers – as well as state regulators and other governing agencies. John regularly directed high-level regulatory and transactional matters for the iconic company including:

- Branding, advertising, marketing, promotional and trade practice state-by-state compliance
- Wholesaler and distribution agreements
- Supplier-wholesaler contract litigation, including wholesaler terminations
- Antitrust issues, including pricing, before government and competitors
- Merger & acquisition due diligence

### Industry

Financial Services & Capital Markets

### Services

Alcohol Beverage

Corporate

Mergers & Acquisitions

Public Policy, Regulatory, & Government Affairs

Securities & Corporate Governance

## HUSCH BLACKWELL

John is uniquely situated to identify trends throughout the food and beverage industry, helping clients navigate a range of compliance issues and assisting them to plan ahead while preparing agreements. Clients appreciate his familiarity with alcohol regulations and his ability to help them apply that familiarity from coast to coast. He enjoys helping clients avoid challenging legal situations by putting optimal strategies and solutions in place to avoid problems.

### Experience

- Provided due diligence and advised C-suite on Anheuser-Busch merger with InBev, which resulted in a top-five consumer product company in the world.
- Served on advertising and marketing compliance team for 1996 Summer Olympics in Atlanta, Georgia.
- Led promotional compliance team for Super Bowl advertising.
- Served on panel that researched, amended, negotiated and finalized equity agreement with list of brewery's 800+ national distributors.
- Led team of in-house and outside counsel in litigation arising from compliance audits of 800+ wholesalers that uncovered fraudulent conduct, including trade-call recordkeeping issues calling for immediate termination and selling of contract. The team settled claims before or at trial on favorable terms to client.

### Recognition

- *Missouri Lawyers Media*, In-House Counsel Award, Public Company, 2020

## Education

- J.D., Saint Louis University School of Law
  - *cum laude*
  - *Saint Louis University Law Journal*, Assistant Managing Editor
  - Phi Beta Kappa
  - Alpha Sigma Nu
- B.A., Saint Louis University
  - *magna cum laude*

## Admissions

- Missouri
- U.S. District Court, Eastern District of Missouri