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Companies Tackle Noncompetes With Nuance Amid FTC Legal Appeals

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Andrew Reed, a partner in Troutman Pepper Locke’s Labor + Employment Practice Group, was quoted in the January 13, 2025 *Bloomberg Law* article, “[Companies Tackle Noncompetes With Nuance Amid FTC Legal Appeals](#).”

A noncompete is most valuable when a key figure like the founder sells the business, said Andrew Reed, a labor and employment partner at Troutman Pepper Locke. Even skeptical courts and strict state laws are apt to take those agreements more seriously than one binding an employee, he said.

“The deeper ingrained the individual is into the industry, the more we see the noncompete as being necessary,” Reed said.

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