



Our 2024 *Franchise Times* Legal Eagles: Larry Weinberg, Peter V. Snell, Rebecca Valo, Frank Robinson, Geoff Shaw, Derek Ronde, Noah Leszcz, Chris Horkins, Eric Mayzel, and Colin Pendrith.

The Premier Choice for Franchise Law in Canada

When looking to expand into Canada, look no further than Cassels.

With more *Franchise Times* Legal Eagles than any other Canadian law firm, we offer unrivalled expertise on cross-border expansion and the law & business of franchising nationwide.

We're Here to Help

Cassels offers one of Canada's largest and most sophisticated national franchise law groups, with over 25 franchise law team members expertly guiding clients – from start-ups to the world's biggest brands – on expansion to, and operating in, Canada. Let us help:

- **Protect Trademarks in Canada.** We can search to determine if principal trademarks are available for use and registration in Canada. Completing searches and filing applications early are important first steps in any expansion.
- **Explore Expansion Options.** We help clients choose an appropriate expansion structure, whether it is corporate expansion, single-unit franchising, master franchising, area development, area representation, or a combination of these or some other methods.
- **Navigate Tax and Corporate Structure Issues.** We regularly advise on the domestic and international tax issues relating to the expansion, and the corporate and/or franchise structure being proposed.
- **"Canadianize" Documents and Ensure Compliance.** If a franchise structure is chosen, changes to franchise agreements will be needed to comply with Canadian laws and practices. If the plan is to franchise in the Canadian provinces with a franchise disclosure law, a Canadian Franchise Disclosure Document will be required.
- **Assess Private Equity and M&A Opportunities.** If a franchise chain is to be purchased, sold, or invested in, we bring a value-added business and legal perspective on dealing with franchise company assets, and related franchise law compliance issues.
- **Handle Litigation and Dispute Resolution Matters.** We are the go-to team for problem-solving and dispute resolution, regularly handling enforcement, termination, noncompetition, rescission claims, and franchise class action defence cases, throughout Canada.

Our comprehensive franchise services also include drafting, updating, and negotiating franchise agreements; managing the purchase and sale of individual franchise units or complete franchise systems; providing strategic advice regarding franchise associations and advisory councils; and ensuring "accidental franchise" avoidance.

Integrated Services

As part of a full-service firm with over 320 lawyers, our team is supported by colleagues across the country, ensuring seamless navigation of any related legal and business issues, including:

- Advertising and marketing law, including contests, sweepstakes, packaging, and labeling
- Bankruptcy, receiverships, and business reorganization
- Cannabis regulation
- Commercial contracts, including supplier arrangements
- Competition law
- Construction and municipal law
- Employment law, including employment and independent contractor arrangements
- Information technology, including internet and privacy law issues
- Real estate and commercial leasing

"Cassels Brock & Blackwell is a premier choice for franchising law in Canada." – *Chambers Canada* 2023

Cassels

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**Canadian
Franchise
Association®**

Growing Together

FRANCHISING IN CANADA

Canadian franchises contribute over **\$120 billion CAD** per year to the Canadian economy and create jobs for almost **2 million Canadians**.

Franchising is the **12th largest** sector of the Canadian economy.



ECONOMIC FORECAST FOR FRANCHISING IN CANADA

Canada's franchising sector is strong and continues to grow across Canada.



The Canadian franchise industry is estimated to have more than

1,100 brands

and more than

66,000 franchise locations

across over

50 different categories

including retail, hospitality, food service, automotive, education, business services, and health care.

Economic growth rate
(national average):

3.24%

Franchise location

growth

across all provinces in 2024

ABOUT THE CFA

The Canadian Franchise Association (CFA) is a national, not-for-profit association of over 600 corporate members representing approximately 40,000 franchise business owners.

We are the voice of the franchise community and recognized authority on franchising in Canada. We speak for a business sector that represents every industry and touches the lives of every Canadian, in every community across the country.

Our purpose is to help everyday Canadians realize the dream of business ownership through the power and opportunity of franchising.

CONNECT WITH US!

Learn more about CFA membership

Contact **Lou Gervasi**, Director, Development & Member Services, at lgervasi@cfa.ca or 416-419-3100.

www.CFA.ca