



THE PREMIER CHOICE FOR FRANCHISE LAW IN CANADA

Around the corner or around the world, if you or your clients are looking to expand to or have business in Canada – look no further than Cassels.

We offer unrivalled expertise on the international expansion of franchise systems, the buying and selling of franchise companies, the resolution of disputes, and the law and business of franchising nationwide.



TORONTO | VANCOUVER | CALGARY

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 340 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
- Supply chain and international trade

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

Cassels

Visit us at cassels.com/franchise