

Cassels



Larry M. Weinberg

Partner

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Office

Toronto

Expertise

- Franchise
- Hospitality
- Intellectual Property
- Private Equity

Biography

Larry Weinberg* is a partner in the Business Law Group at Cassels and serves as Chair of the firm's Franchise Group. Larry practises franchise law, with specific experience in all forms of franchising, licensing, trademarks, the distribution of goods and services and providing all necessary legal services to clients in the franchise industry. Larry also has significant experience advising corporate and franchise clients in the restaurant and hospitality industries. Larry was named the one and only worldwide Lawyer of the Year for franchise law by UK-based *Who's Who Legal* for five years in a row.

Larry has organized and spoken at numerous seminars on licensing, distribution and franchising conducted by the American Bar Association's Forum on Franchising, International Bar Association, International Franchise Association and the Canadian Franchise Association. He is currently an adjunct professor at Western University's law school, where he teaches the first course in franchise law taught at a Canadian law school.

Larry is currently the General Counsel to the Canadian Franchise Association and sits on the CFA's Executive and Board of Directors. He is past Chair of the Ontario Bar Association's Franchise Law Section, having been a founding member of the Section's Executive. Larry is immediate past Chair of the International Bar Association Committee on International Franchising and an active member of the American Bar Association's Forum on Franchising and the Canadian Franchise Association. Larry was the first Canadian lawyer to be appointed Director of the ABA Forum's International Division and to a leadership role on its Governing Committee (2006-2008). In 2009 he had the honour of being co-chair of the ABA Forum on Franchising's 32nd annual conference. He is Past Chair of the Washington, DC-based International Franchise Association's Supplier Forum Advisory Board.

Larry is recognized as a top franchise lawyer by *Chambers Global*, *Chambers Canada*, *Best Lawyers* and the *Lexpert Guide to the Leading US/Canada Cross-Border Corporate Lawyers in Canada*. Larry has been repeatedly recognized as a Legal Eagle by *Franchise Times*, a designation given to the top 100 franchise lawyers in North America and was named one of franchise law's "Most Highly Regarded Individuals" by *The International Who's Who of Franchise Lawyers*.

In 1999, the Canadian Franchise Association bestowed upon Larry its "Special Recognition Award." In 2002, the Canadian Franchise Association bestowed a further award upon Larry, namely its "Affiliate Recognition Award." Both awards are given once annually, "in recognition of outstanding support and contribution to the Canadian Franchise Association and the franchising community."

*denotes Professional Corporation

Achievements

- *Best Lawyers in Canada* (Franchise)
- *Best Lawyers in Canada*, Lawyer of the Year (Franchise Law – Toronto) (2019 & 2021)
- *Canadian Legal Lexpert Directory* (Franchising – Franchisor)
- *Chambers Canada* (Franchising, Hospitality)
- *Chambers Global* (Franchising)

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- *Franchise Times* (Legal Eagle)
- *International Who's Who of Franchise Lawyers*, Lawyer of the Year (2014-2017)
- *Lexpert*, Zenith Award (Practice Excellence) (2014)
- *Lexpert Special Edition*, Litigation
- *Martindale Hubbell*, Distinguished™ Rating
- *Who's Who Legal: Canada* (Franchise) (Most Highly Regarded Individual for North America in 2015, Thought Leader in 2017 & 2018)

Client Commentary

- "Extremely knowledgeable and experienced in Canadian-US cross-border franchise matters." – *Chambers Global (Franchising)*
- "Larry is the top of the top – he is the name in franchise law in Canada." – *Chambers Canada (Franchising)*
- "He is number one in Canada." – *Chambers Global (Franchising)*
- "Widely known and respected in the franchising community and shines in all aspects." – *Chambers Canada (Franchising)*
- "A pre-eminent franchising lawyer with a high level of involvement in the hospitality sector." – *Chambers Canada (Hospitality)*
- "Without a doubt the go-to attorney in Canada for anything and everything related to franchising." – *Chambers Canada (Franchise)*
- "Good at explaining complex issues to business teams." – *Chambers Canada (Franchise)*
- "He is dynamite." – *Chambers Global (Franchise)*
- "He has a global reputation and an outstanding grasp of commercial matters." – *Who's Who Legal (Franchise)*
- "Larry has an extremely sophisticated approach and unparalleled knowledge and experience." – *Who's Who Legal (Franchise)*
- "One of the biggest names in franchise law." – *Chambers Canada (Franchise)*
- "He knows Canada laws inside and out." – *Chambers Global (Franchise)*
- "Extremely dedicated to his clients." – *Chambers Global (Franchising)*

Recent Representative Work

- Tokyo Smoke Expands Retail Footprint Across Ontario
- Cassels Represents The Wendy's Company in Canada in Sale of US\$950 Million Senior Secured Notes by Wendy's Funding, LLC
- Canopy Growth Partners with Alimentation Couche Tard & Announces Tweed Branded Retail Store in Ontario
- Cassels Represents Planet Fitness in Canada in Connection with \$1.275 Billion Refinancing Transaction
- Valvoline Completes Acquisition of Great Canadian Oil Change

Insights

- Update Season Is Upon Us!
- What We're Up To – Franchise (Winter 2020)
- A Wishart Come True? Amendments to the Wishart Act and Regulations Come into Effect on September 1, 2020

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COVID-19 Insights

- Practical Advice For Hard Hit Restaurant Brands and Operators

Education / Bar Admissions

- LL.B., Western University, 1987
- Ontario, 1989

Associations

- American Bar Association, Forum on Franchising
- Canadian Bar Association
- Canadian Franchise Association, Chair, Legal and Legislative Committee and Former Member, Executive and Board of Directors (2015)
- International Bar Association, Co-Chair, International Franchising Committee
- International Franchise Association, Vice-Chair, International Committee; Immediate Past-Chair, Supplier Forum Advisory Board
- Ontario Bar Association, Past Chair, Franchise Law Section