Cassels



Peter V. Snell

Partner

Contact Information

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psnell@cassels.com

Office

Vancouver

Expertise

- Business
- Franchise
- Hospitality
- Intellectual Property
- Mergers & Acquisitions
- Private Equity
- U.S. Cross-Border

Biography

Peter Snell* is a business law partner in the Franchise Group at Cassels, assisting clients to expand their franchise businesses in Canada and around the world. With a unique blend of business law and intellectual property law experience, Peter is well positioned to address key intellectual property issues and incorporate them into successful strategic planning. Getting to know his clients and their business is fundamental to Peter’s approach, and his understanding of a client’s business risks and opportunities is a critical component of his effective expansion strategies.

Peter is highly regarded as a recognized leader in franchise and distribution law in Canada. Peter enjoys assisting businesses focused on domestic and international franchising, licensing, product distribution, business law, and intellectual property/trademark law. Beyond the "pure franchise" work that Peter does, Peter is also sought out to assist with corporate reorganizations, corporate governance issues, mergers and acquisitions, joint ventures, and negotiating and drafting commercial agreements.

As an experienced franchise lawyer, Peter is active in editing and authoring many franchise publications in Canada and abroad. He is also in demand to speak at franchise and business conferences and seminars. Peter is highly rated by the world's leading franchise directories including *Chambers*, *Lexpert*, *Lexology Index,* and *Best Lawyers in Canada*.

Peter's leadership extends to his involvement with grassroots community organizations. Peter's love of the outdoors and family has led to his being very active with the Gambier Island Conservancy, the Future of Howe Sound Society, Ronald McDonald House British Columbia, Scouts Canada, The BC Lions Waterboys, and Vancouver Whitecaps Starting 11.

Prior to joining Cassels, Peter served as a franchise law partner based in the Vancouver and Calgary offices of a global firm.

**Services provided through a Law Corporation*

Cassels

Achievements

- *Acritas Stars*
- *Best Lawyers in Canada* (Franchise)
- *Canadian Legal Lexpert Directory* (Franchise Law: Franchisor)
- *Chambers Canada* (Franchise)
- *Franchise Times* (Legal Eagle)
- *Lexology Index: Canada* (Franchise) (formerly *Who's Who Legal*)
- *Lexology Index: Thought Leaders – Global Elite* (Franchise) (formerly *Who's Who Legal*)
- *Lexpert Special Edition* (Litigation)
- *Lexpert*, Zenith Award

Client Commentary

- "Peter is a really easy, pleasant guy to work with. He is a franchising guru in Canada." – *Chambers Canada (Franchising)*
- "Peter Snell is a highly experienced partner who I have enjoyed working with." – *Chambers Canada (Franchising)*
- "He makes my life a lot easier and it is a true pleasure to work with him." – *Chambers Canada (Franchising)*
- "He knows his profession very well but also understands our business." – *Chambers Canada (Franchising)*
- "Peter Snell is wonderful to work with and easygoing." – *Chambers Canada (Franchising)*

Insights

- Protected: What We're Up To – Franchise – Fall 2026
- What We're Up To – Franchise – Spring/Summer 2026
- A New Year and One More Canadian Province Is Adding a New Franchise Law: It Is Now Time To Update Your Canadian FDD!

Education / Bar Admissions

- LL.B., Osgoode Hall, 1994
- MES, York University, 1994
- B.A., Trent University, 1990

- British Columbia, 1996

- Ontario, 2007

Associations

- American Bar Association
- Canadian Franchise Association
- International Franchise Association
- International Bar Association, Officer, IBA Committee on International Franchising
- Ontario Bar Association, Executive Member at Large