



Peter V. Snell

Partner

Contact Information

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Office

Vancouver

Expertise

- Business
- Franchise
- Hospitality
- Intellectual Property
- Mergers & Acquisitions
- Private Equity

Biography

Peter Snell is a 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*, *Who's Who Legal*, 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.

Achievements

Cassels

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

Insights

- It's Time! Work With Cassels to Update Your Canadian Franchise Disclosure Document
- A Closer Look at Saskatchewan's Proposed Franchise Legislation
- Saskatchewan Introduces New Proposed Franchise Legislation

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