

Cassels



Rebecca Valo

Partner

Contact Information

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Office

Toronto

Expertise

- Franchise
- Business

Biography

Rebecca Valo is a partner in the Franchise Law and Business Law Groups at Cassels. Rebecca's practice focuses on franchising, licensing, distribution, and intellectual property. Rebecca advises Canadian and international companies on all matters relating to franchising, licensing and distribution, including structuring and expansion strategies, legal and regulatory issues, contract drafting and negotiation, intellectual property, and in particular, compliance with Canadian franchise disclosure legislation.

Prior to rejoining Cassels as a partner, Rebecca worked as both an articling student and associate at the firm and went on to serve as Chief Legal Officer at Yum! Brands Canada, supporting the KFC and Pizza Hut Brands. Rebecca's experience as part of the Canadian leadership for two of the world's iconic franchise brands allows her to bring a unique business perspective to her client's legal issues. Rebecca provides clients with legal and strategic advice that is practical, commercially focused, and tailored to meet their growth ambitions. She has extensive experience advising franchisor clients on matters relating franchise relationship management, operational issues, marketing and advertising communications, risk management and corporate governance. Rebecca also routinely provides counsel on mergers and acquisitions, and general transactional, corporate, commercial and contractual matters.

Rebecca works with a broad range of product and service distribution and franchise companies, from local start-ups to international and global corporations, and in industries as diverse as retail, financial services, apparel, automotive, food services, software, cannabis, commercial and residential services, hospitality, personal services, construction, health care and others. She is passionate about understanding her client's business to provide pragmatic thought partnership and help clients proactively address challenges, seize opportunities and achieve their goals.

Achievements

- *Franchise Times* (Legal Eagle)

Insights

- FDD Update Season: Important Legislative Changes That Need to be Addressed in 2023
- New Year, New FDD: Canadian Franchise Disclosure Document Updates
- FDD Alert! Is Your Canadian Disclosure Document Going Stale This Week?

Education / Bar Admissions

- J.D., University of Toronto, 2010
- B.A. (Hons.), McGill University, 2006

- Ontario, 2011

Associations

- American Bar Association
- Canadian Bar Association
- Law Society of Ontario