

# Cassels

## Cassels Welcomes Rebecca Valo to Our National Franchise Law Group

*Larry M. Weinberg*

**December 21, 2021**

**Cassels is pleased to announce that Rebecca Valo has re-joined our firm in our Toronto office as a key partner in our national Franchise Law Group**

A skilled practitioner, Rebecca's practice focuses on franchising, licensing, distribution, and intellectual property. She 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.

Rebecca joins us from Yum! Brands Canada, where she supported 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.

Prior to moving in-house, Rebecca articulated and was a senior associate in the Franchise Group here at Cassels.

Rebecca's decision to rejoin Cassels – and offer her unique insight gained in-house – further solidifies our firm's position as the premier choice for franchise law in Canada.

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*This publication is a general summary of the law. It does not replace legal advice tailored to your specific circumstances.*