Cassels



Frank Robinson

Partner

Contact Information

416 869 5991
frobinson@cassels.com

Office

Toronto

Expertise

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

Biography

Frank Robinson* is a business law partner in the Franchise Law Group at Cassels and currently serves as a member of the firm's Executive Committee. Frank practises business law, with a focus on franchising, licensing, distribution and intellectual property. He also provides counsel on mergers and acquisitions, and general corporate, commercial and contractual matters. Frank 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, and compliance with Canadian franchise disclosure legislation. Frank has worked with a broad range of product and service distribution, franchise and retail companies, from local startups to international and global corporations, and in industries as diverse as financial services, oil and gas, energy, hospitality and hotels, food and beverage, personal and fitness services, commercial and residential services, apparel, consumer goods, automotive, telecommunications, software and robotics, childcare and education, construction and technical services, health and elder care, cannabis, and others.

Frank strives to provide real-time and practical advice on Canadian franchise law, including on matters relating to the following:

- Drafting and updating of franchise agreements and franchise disclosure documents for single unit or area development, master franchising, joint-venture franchising and other expansion programs
- Negotiating all manner of franchise agreements and domestic and international franchise transactions
- Adaptation of foreign franchise documentation and franchise programs for use in Canada
- Advising on the purchase and sale of individual franchises, and franchise systems as a whole
- Advising on franchise system changes and franchise relationship management
- Providing legal compliance training and ongoing advisory functions throughout all stages of franchise expansion
- Advising on refranchising and buy-back transactions for franchise units

- Managing and advising on franchise disputes

Frank is listed as a leading practitioner in franchise law by *Chambers Canada*, *Lexpert, Best Lawyers in Canada,* and as a Global Elite Thought Leader in the *Lexology Index*. In 2017, he received a *Lexpert* "Rising Star" award, honouring Canada's leading lawyers under 40.

**Services provided through a Professional Corporation*

Achievements

- *Best Lawyers in Canada* (Franchise)
- *Canadian Legal Lexpert Directory* (Franchise Law: Franchisor)
- *Chambers Canada* (Franchising)
- *Chambers Global* (Global Franchising)
- *Franchise Times* (Legal Eagle)
- *Lexology Index* (Franchise) (formerly *Who's Who Legal*)
- *Lexology Index: Thought Leaders – Global Elite* (Franchise) (formerly *Who's Who Legal*)
- *Lexology Index: Canada* (Franchise) (formerly *Who's Who Legal*)
- *Lexpert*, Rising Star Award (2017)

Client Commentary

- "Frank is deeply embedded into our business, highly practical and responsive. We highly value his feedback; he is an extension of our team." – *Chambers Canada (Franchising)*
- "Frank is extremely responsive, very practical and gives straight advice, with clear pros and cons of the various options on the table. He thinks creatively and objectively to identify solutions that aren't always obvious." – *Chambers Canada (Franchising)*
- "He immerses himself in our business as if he was part of the internal team." – *Chambers Canada (Franchising)*
- "A very technically savvy lawyer." – *Chambers Canada (Franchising)*
- "Extremely responsive, very pragmatic and very knowledgeable about franchise law." – *Chambers Canada (Franchising)*
- "Clients appreciate his 'approachable style' and find him

‘highly knowledgeable’ and ‘very time-responsive.’” – *Chambers Canada (Franchising)*

Recent Representative Work

- Recipe Unlimited Acquires Olive Garden’s Canadian Locations and Enters Franchise Agreement to Develop More
- Hamilton Thorne to be Acquired by Astorg for $388 Million

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., University of Windsor, 2007
- B.A. (Hons.), Western University, 2004

- Ontario, 2008

Associations

- American Bar Association, Former Director, International Division, Forum on Franchising
- Canadian Bar Association
- International Journal of Franchising Law, Associate Editor, Canada
- Ontario Bar Association, Franchise Law Section, Executive