Cassels



Sam Sokoloff

Partner

Contact Information

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Office

Toronto

Expertise

- Business
- High Growth & Venture Capital
- Franchise
- Intellectual Property
- U.S. Cross-Border

Biography

Sam Sokoloff* (he/him/his) is a business law partner in the Franchise Law Group at Cassels. Sam's practice focuses on providing real-time, practical advice to Canadian and international corporations on all matters relating to Canadian franchise law: from helping local startups develop their initial franchising programs, to advising some of the largest global corporations on their plans for franchise development and cross-border expansion in Canada.

Sam has extensive experience advising international and national franchise companies across a range of industries as diverse as apparel, food and beverage, personal fitness, health and wellness, automotive, hotels and hospitality, real estate, financial services, consumer goods, telecommunications, software and robotics, childcare and education, elder care, and more.

In 2024, Sam was recognized by the International Franchise Association and the Canadian Franchise Association as a Certified Franchise Executive™, an internationally recognized designation signifying a high-level of experience and commitment to professional growth and ethical practices within the franchise industry.

Sam is actively involved with the Canadian Franchise Association, having served as a Co-Chair for its 2025 Franchise Law Day and as a committee member for its Brand Awareness Committee, National Convention Committee, and Member Onboarding Committee.

Sam received his Juris Doctor (J.D.) with an Area of Concentration in Intellectual Property, Information, and Technology from Western University's Faculty of Law, where he currently acts as a guest lecturer for the first course in franchise law taught at a Canadian law school.

Sam was called to the Bar of the Province of Ontario in 2018.

**Services provided through a Professional Corporation*

Achievements

- *Best Lawyers: Ones to Watch* (Franchise Law | Intellectual Property Law)
- *Canadian Legal Lexpert Directory* (Franchising)
- Certified Franchise Executive™ (CFE) Designation
- *Franchise Times* (Legal Eagle)

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

- J.D., Western University, 2017

- Ontario, 2018

Associations

- Canadian Franchise Association, 2025 National Convention Committee, Membership Onboarding Committee and Brand Awareness Committee
- Ontario Bar Association, Franchise Law Section, Executive