

Cassels



Sam Sokoloff

Associate

Contact Information

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Office

Toronto

Expertise

- Business
- High Growth & Venture Capital
- Franchise
- Intellectual Property

Biography

Sam Sokoloff (he/him/his) is an associate in the Business Law and Franchise Groups at Cassels. Sam specializes in the areas of franchising, intellectual property (including copyright and trademark), entertainment, licensing, and advertising. Sam's practice involves assisting clients with drafting commercial agreements, compliance with Canadian franchise disclosure legislation, as well as the protection, enforcement, and licensing of intellectual property rights. Through a secondment at Coca-Cola Canada's head offices, Sam gained valuable experience with advertising, trademark, and sponsorship issues.

Sam received his J.D. with an Area of Concentration in Intellectual Property, Information, and Technology from the University of Western Ontario. During his time in law school, Sam was a Managing Editor for the Western Journal of Legal Studies and was the recipient of the Global and Intercultural Engagement Honour. During his last year of law school, Sam spent a semester studying international law at ESADE Law School in Barcelona, Spain. Sam additionally received his Bachelor of Management with an Honours Specialization in Consumer Behaviour at the University of Western Ontario before attending law school.

Prior to joining Cassels as an associate, Sam was both a summer and articling student at the firm.

Recent Representative Work

- Restaurant Brands Completes \$1 Billion Acquisition of Firehouse Subs
- Krispy Kreme Acquires Majority Stake in Canadian Franchisee Krispy K Canada
- Tokyo Smoke Expands Retail Footprint Across Ontario
- 10 Tokyo Smoke Retail Cannabis Stores to Open in Ontario
- Tokyo Smoke Retail Locations Advance in Ontario

Insights

- New Year, New FDD: Canadian Franchise Disclosure

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Document Updates

- FDD Alert! Is Your Canadian Disclosure Document Going Stale This Week?
- Franchisors: Does Your Canadian Franchise Disclosure Document Need Updating?

Education / Bar Admissions

- J.D., Western University, 2017
- Ontario, 2018