Cassels

Cassels Lawyers, Larry Weinberg and Sam Sokoloff, Honored at ABA Forum on Franchising Annual Meeting

Cassels is pleased to congratulate Larry Weinberg and Sam Sokoloff on receiving distinguished recognition at the 2026 American Bar Association (ABA) Forum on Franchising Annual Meeting, held in Toronto.

Larry was awarded the Lewis G. Rudnick Award, one of the franchise bar's highest honours. Named for Lew Rudnick, a founder of the ABA Forum on Franchising, the award recognizes franchise lawyers who have made significant contributions to the development of franchise law and the Forum throughout their careers, while exemplifying the professionalism, integrity, collegiality, and leadership for which Rudnick was known.

A renowned franchise lawyer and leader of the Franchise Group at Cassels, Larry has played a pivotal role in shaping the franchise industry in Canada and beyond. His decades-long commitment to clients, colleagues, and the broader franchise community make this recognition especially meaningful and well deserved.

Sam was recognized with the Chair's Award for Substantial Written Work for co-authoring the paper "Trade Tensions and Tariffs: Impacts on Franchising and Disclosure Obligations in the United States and Canada," published in *The Franchise Lawyer*. The award acknowledges exceptional scholarship and thought leadership that advances understanding of important developments affecting the franchise sector.

Congratulations to Larry and Sam on these outstanding achievements.