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**"Without a doubt the go-to attorney in Canada for anything and everything related to franchising."
- Client Testimonial, Chambers Canada**

Larry Weinberg* practises **franchise law**, with specific experience in all forms of franchising, licensing, trademarks, the distribution of goods and services and providing all necessary legal services to clients in the franchise industry. Larry also has significant experience advising corporate and franchise clients in the restaurant and hospitality industries. He has organized and spoken at numerous seminars on licensing, distribution and franchising conducted by the American Bar Association's Forum on Franchising, International Bar Association, International Franchise Association and the Canadian Franchise Association. He is currently an adjunct professor at Western University's law school, where he teaches the first course in franchise law taught at a Canadian law school. In 2014, 2015, 2016 and again in 2017, Larry was named the one and only worldwide "Lawyer of the Year" for franchise law by UK-based *Who's Who Legal*.

Larry is currently the General Counsel to the Canadian Franchise Association, and sits on the CFA's Executive and Board of Directors. He is past Chair of the Ontario Bar Association's Franchise Law Section, having been a founding member of the Section's Executive. He organized and chaired the first four Ontario Bar Association annual franchise law conferences (1999- 2002).

Larry is immediate past Chair of the International Bar Association Committee on International Franchising and an active member of the American Bar Association's Forum on Franchising and the Canadian Franchise Association. Larry was the first Canadian lawyer to be appointed Director of the ABA Forum's International Division and to a leadership role on its Governing Committee (2006-2008). In 2009 he had the honour of being co-chair of the ABA Forum on Franchising's 32nd annual conference. He is Past Chair of the Washington, D.C.-based International Franchise Association's Supplier Forum Advisory Board.

In 2002, Larry was overall co-editor and one of the authors of the Canadian Franchise Association's first — and still only — official book publication, entitled *How To Franchise Your Business*. In 2017, he co-edited the American Bar Association Forum on Franchising's book entitled *Fundamentals of Franchising – Canada, 2nd edition*. He was also co-editor of the first edition released in 2004. In 2006, he co-authored and edited the chapter on Canada for the ABA Forum's book entitled *International Franchise Sales Laws*.

Larry and the firm's franchise practice are listed in the *Canadian Legal Lexpert Directory* as being leaders in franchise law. He is also recognized as a top franchise lawyer by *Chambers Global*, *Chambers Canada*, *Best Lawyers* and the *Lexpert Guide to the Leading US/Canada Cross-Border Corporate Lawyers in Canada* and holds a BV Distinguished™ ranking from *Martindale-Hubbell*. Larry has been repeatedly recognized as a "Legal Eagle" by *Franchise Times*, a designation given to the top 100 franchise lawyers in North America, and is named one of franchise law's "Most Highly Regarded Individuals" by *The*



International Who's Who of Franchise Lawyers.

In 1999, the Canadian Franchise Association bestowed upon Larry its "Special Recognition Award". In 2002, the Canadian Franchise Association bestowed a further award upon Larry, namely its "Affiliate Recognition Award". Both awards are given once annually, "in recognition of outstanding support and contribution to the Canadian Franchise Association and the franchising community".

Client Commentary

- "Widely known and respected in the franchising community and shines in all aspects." – *Chambers Canada* (Franchising)
- "A pre-eminent franchising lawyer with a high level of involvement in the hospitality sector." – *Chambers Canada* (Hospitality)
- "Without a doubt the go-to attorney in Canada for anything and everything related to franchising." - *Chambers Canada* (Franchise)
- "Good at explaining complex issues to business teams." - *Chambers Canada* (Franchise)
- "He is dynamite." - *Chambers Global* (Franchise)
- "He has a global reputation and an outstanding grasp of commercial matters." - *Who's Who Legal* (Franchise)
- "Larry has an extremely sophisticated approach and unparalleled knowledge and experience." - *Who's Who Legal* (Franchise)
- "One of the biggest names in franchise law." - *Chambers Canada* (Franchise)
- "He knows Canada laws inside and out." - *Chambers Global* (Franchise)
- "Extremely dedicated to his clients." – *Chambers Global* (Franchising)

**denotes Professional Corporation*

Achievements

- Named franchise law's "Lawyer of the Year" by *The International Who's Who of Franchise Lawyers* 2014, 2015, 2016 and 2017
- 2014 *Lexpert Zenith Award* Winner
- *Chambers Canada* 2016–2019 (Franchising; Hospitality)
- *Chambers Global* 2016–2019 (Franchising)
- *Franchise Times*, "Legal Eagles, Top 100 Franchise Lawyers in North America"



- *Martindale-Hubbell*, Distinguished™ rating
- *Lexpert Guide to the Leading US/Canada Cross-Border Corporate Lawyers in Canada 2013–2015 & 2017* (Franchising)
- *Canadian Legal Lexpert Directory 2003–2019* (Franchising - Franchisor)
- *The Best Lawyers in Canada 2006–2020* (Franchise)
- *The Best Lawyers in Canada: Lawyer of the Year 2019* (Franchise Law – Toronto)
- *Who's Who Legal: Canada 2009–2017* (Franchise – "Most Highly Regarded Individual for North America" in 2015; "Thought Leader" in 2017 & 2018)
- Named one of franchise law's "Most Highly Regarded Individuals" by *The International Who's Who of Franchise Lawyers 2013*

Call to the bar

Ontario, 1989

Associations

- American Bar Association Forum on Franchising (Past Director of International Division)
- Canadian Bar Association
- Canadian Franchise Association (Member of Executive and Board of Directors, and Current Chair, Legal and Legislative Committee (2015))
- International Franchise Association (Immediate Past-Chair Supplier Forum Advisory Board)
- International Bar Association (Co-Chair, International Franchising Committee)
- Ontario Bar Association (Past Chair Franchise Law Section)

Expertise

Automotive
Franchise
Hospitality & Tourism
Intellectual Property
International Business
Luxury, Fashion & Retail
Private Equity