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Sam Sokoloff is an associate in our [Business Law](#) and [Franchise Law](#) groups. 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.

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 Brock as an associate, Sam was both a summer and articling student at the firm. Sam also participated in the firm's secondment program at Coca-Cola Canada's head offices, where he assisted with advertising, trademark, and sponsorship issues.

## Call to the bar

Ontario, 2018

## Expertise

[Advertising & Marketing](#)  
[Business](#)  
[Copyright & Entertainment](#)  
[Franchise](#)  
[Intellectual Property](#)  
[Technology](#)