

25th Annual OBA Franchise Law Conference

Franchise Law

Date: Wednesday, October 14, 2026 | 9:00 am to 4:20 pm
Location: OBA Conference Centre 20 Toronto Street, 2nd Floor, Toronto

Agenda: 8:30 am Registration
9:00 am Program Commences
4:20 pm Program Concludes

Program Chairs: **Ashley Caldwell**, Sotos LLP
Andrew MacIver, Siskinds LLP



This program contains
7h 15m of Substantive Content
0h 45m of Professionalism Content

The OBA has been approved as an Accredited Provider of Professionalism Content by The Law Society of Ontario

The OBA’s Annual Franchise Law Conference is back for its 25th year! Take advantage of this unique opportunity to gain insights into franchise law from a distinguished faculty of legal experts, and reconnect with the franchise law community.

Whether you're a seasoned practitioner or looking to deepen your understanding of franchise law, you’ll walk away with valuable insights and guidance on the latest trends and developments, covering both transactional and litigation aspects.

Join your peers for a comprehensive day of professional growth and networking at this enriching conference, which has been programmed to benefit both franchisee- and franchisor-counsel.

ABA Forum on Franchising Attendees

As the ABA Forum on Franchising comes to Toronto in 2026, the Ontario Bar Association is pleased to present this event as a special intensive for Forum attendees. Bringing together Canadian in-house and private practice counsel with U.S. colleagues, the conference will explore the latest developments in Canadian, U.S. and cross-border franchising, with insights relevant to both transactional and dispute-resolution practitioners. Take advantage of this valuable opportunity to connect with Canadian franchise lawyers and deepen your cross-border professional network and expertise.

***The OBA is pleased to extend member rates to ABA members.**

**** The ABA Welcome Reception is not included in the OBA program fee and requires separate registration through the ABA Forum.**

9:00 am	Welcome and Opening Remarks	An overview of what U.S. franchisors and their counsel need to know when entering Canada, covering disclosure requirements, adapting U.S. documents, first-deal negotiations, financial statement issues, operational support, and working with Canadian counsel.
9:05 am	Reflection on 25 Years of the Annual Franchise Law Conference Debi Sutin , Sotos LLP (moderator) John Sotos , Sotos LLP Larry M. Weinberg , Cassels Brock & Blackwell LLP Frank Zaid , ADR Chambers This panel marks 25 years of the OBA Franchise Law Conference, bringing together some of the field's most distinguished voices to look back on how Canadian franchise law has evolved over 25 years of statutory regulation.	12:10 pm Networking Lunch
9:40 am	Presentation of Markus Cohen Memorial Award	1:10 pm Breakout Workshops (<i>choose <u>one</u> of two workshops</i>) [A] Getting Paid Across the Border Rick Chittley-Young , MNP Frank Robinson , Cassels Brock & Blackwell LLP A practical look at cross-border money flows in franchise systems, including royalties, withholding taxes, ad fund contributions, currency issues, supplier rebates, and related financial statement and disclosure considerations.
9:45 am	Plenary: Legal and Legislative Update Cassandra Da Re , Dale & Lessmann LLP Lucas Versteegh , Osler, Hoskin & Harcourt LLP A review of the past year's key legal and legislative developments in Canadian franchise law, with practical takeaways.	[B] Governing Law Clauses and ADR Adrienne Boudreau , Sotos LLP Stefano Mingarelli , Subway Subs of Canada, ULC Tamara Ramsey , Dale & Lessmann LLP This session examines governing law clauses and dispute resolution options in franchise agreements, and how these choices play out in practice for cross-border systems.
10:45 am	Networking Break	
11:00 am	Welcome and Opening Remarks for ABA	2:00 pm Networking Break
11:10 am	Canada as a Franchise Market: A Practical Launch Playbook for U.S. Systems Yixian Chen , Dipchand LLP Helen Fotinos , Fotinos Advisory Clark Harrop , Dale & Lessmann LLP	

[REGISTER NOW](#)

300-20 Toronto St. Toronto, ON M5C 2B8 | Toll Free: 1-800-668-8900 | Tel: 416-869-1047 | Fax: 416-642-0424

2:15 pm Breakout Workshops

(choose one of two workshops)

[C] Co-Counselling the Cross-Border File

(Note: Professionalism hours for this session)

US Counsel: [Michelle Murray-Bertrand](#), Kaufmann Gildin & Robbins LLP

CAD Counsel: [Peter Dillon](#), Siskinds LLP

This session explores how Canadian and U.S. counsel can work together effectively when advising a shared franchise client on cross-border expansion — covering how to divide workstreams, manage privilege and conflicts, coordinate advice, adapt U.S. forms, and keep the client aligned across jurisdictions.

[D] Restrictive Covenants and Injunctive Relief

[Jennifer Brevorka](#), Hodgson Russ LLP

[David Kornhauser](#), Loopstra Nixon LLP

[Stephanie Sugar](#), McCarthy Tétrault LLP

A Canadian/U.S. comparative look at drafting, enforcing, and litigating in-term and post-term restrictive covenants in franchise agreements, including injunction strategy and recent developments on both sides of the border.

3:05 pm Networking Break

3:20 pm **Plenary: Beyond Market Entry -Building and Scaling a Successful Model in Canada**

[Carly Cohen](#), KFC Canada (Yum! Brands Subsidiary)

[Jordan Druxerman](#), Garfinkle Biderman LLP

[Scott McCarthy](#), President of Franchise Marketing Systems (Canada)

A practical, experience-based look at what comes after the decision to expand into Canada — covering launch support, brand adaptation, franchisee expectations, and the early lessons franchisors, franchisees, and counsel wish they'd known going in.

4:20 pm Closing Remarks and Program Concludes

5:00 pm ****ABA Welcome Reception****

The Sheraton Centre Toronto Hotel
(123 Queen Street West, Toronto)

[REGISTER NOW](#)

300-20 Toronto St. Toronto, ON M5C 2B8 | Toll Free: 1-800-668-8900 | Tel: 416-869-1047 | Fax: 416-642-0424