

23rd Annual OBA Franchise Law Conference: Ready For It? *Franchising in This Brave New World* *Franchise Law*



In Person Webcast

Date: Thursday, November 28, 2024 | 9:00 am to 4:30 pm
Location: OBA Conference Centre
20 Toronto Street, 2nd Floor, Toronto



For CPD hours, please see:
[Accreditation Chart](#)

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The OBA Franchise Law Section is pleased to invite you to its flagship event, the 23rd Annual Franchise Law Conference. This event offers a unique opportunity to gain insights into franchise law from a distinguished faculty of legal experts.

Whether you're a seasoned practitioner or looking to deepen your understanding of franchise law, this Conference promises valuable insights and guidance on the latest trends and developments, covering both transactional and litigation aspects. Be sure not to miss the Annual Legal & Legislative Update, which will provide you with a concise overview of significant developments in franchise law and jurisprudence from the past year.

Whether you represent franchisees or franchisors, join your peers for a comprehensive day of professional growth and networking at this enriching Conference.

Program Chairs: **Daniel So**, Dale & Lessmann LLP
Yulia Vasilyeva, MBI Brands

9:00 am	Welcome and Opening Remarks	Get familiar with the latest developments in La Belle Province and examine the interplay of civil law considerations with the common law framework at this moderated discussion panel.
9:10 am	Presentation of Markus Cohen Memorial Award	
9:15 am	Plenary: Look What You Made Me Do <i>How Franchise Lawyers Can Effectively Assist with System Compliance Issues</i> Jennifer Dolman , Osler, Hoskin & Harcourt LLP Stephanie Sugar , McCarthy Tétrault LLP Richard LeBlanc , Miller Thomson LLP Jennifer Shayko , Recipe Unlimited Corporation Financial distress and tough times often lead to a number of non-compliance and related issues. How can those issues be managed from a legal perspective?	[B] Change. Assessing Materiality for Disclosure in a Time of Change Lara Di Genova , Blaney McMurtry LLP Sam Sokoloff , Cassels Brock & Blackwell LLP Clark Harrop , Dale & Lessmann LLP This panel will discuss burning questions in franchise disclosure. In a time of great and fast change, how can a franchise lawyer be proactive in identifying material facts that should be disclosed? What is the scope of the franchisor's disclosure obligations with respect to underlying data and assumptions? As a franchise lawyer, what should you be asking your client?
10:15 am	Health Break	
10:30 am	Breakout Workshops (<i>choose <u>one</u> of two workshops</i>)	
	[A] Hits Different. Franchising in Quebec: Recent Trends David Kornhauser , Loopstra Nixon LLP (moderator) Marissa Carnevale , Lapointe Rosenstein Marchand Melançon, LLP Frédéric Gilbert , Fasken Martineau DuMoulin LLP Stephanie Destrempes , Cain Lamarre	11:20 am Break 11:35 am Roundtables 1 (in-person attendees: choose one of eight roundtables; # 5 & # 8 topics for virtual participation) 1. You Belong With Me. Who is a Franchisor's Associate? Daniel Hamson , Sotos LLP

www.oba.org/pd
Questions? pd@oba.org

2. **The Story of Us. What Is and Is Not “Bad Faith”**
Lauren Baker, DMG Advocates LLP
3. **The Last Great American Dynasty. Relying on Exemptions: Safe Haven or a Dangerous Gamble?**
Adam Ship, Ship Law ADR
4. **22. Where’s the fun[d] in that: Best practices for ad fund management**
Ashley Caldwell, Gowling WLG
5. **Question...? A Jack (or Jill) of All Trades: Random Questions You May Face as a Franchise Lawyer**
Sukhdeep S. Sidhu, Keyser Mason Ball LLP (in-person)
Gregory M. Prekupec, Dipchand LLP (remote)
6. **I Knew You Were Trouble! Dealing with a Crisis or Negative PR**
Amy Greenshields, Greenshields Consulting
7. **Welcome to New York. Saskatchewan Franchise Disclosure Law and Its Effects on Franchise Documents**
Andrew MacIver, Siskinds LLP
8. **Fortnight. The Ever-Changing Landscape of Leasing (remote)**
Arturo Pugliese, Loopstra Nixon LLP (in-person)
Liam Oster, Norton Rose Fulbright Canada LLP (remote)

12:05 to 12:30 pm Roundtables 2

12:30 Lunch Break

1:10 pm Breakout Workshops (*choose one of two workshops*)

[C] We Are Never Ever Getting Back Together. Best Practices for Navigating Franchisee and Franchisor Financial Distress

Todd Greenbloom, Blaney McMurtry LLP

David Altshuller, Ricketts Harris LLP

Craig Mills, Miller Thompson LLP

Like other businesses, franchises are experiencing extraordinary financial pressures caused by many factors, including increased interest rates, discontinued government support, and lasting changes in consumer behaviour. This panel brings together different perspectives on the same question: how to best handle the complexities brought on by financial distress – and to emerge on the other side.

[D] You Need to Calm Down (Why Are You Mad When You Could Be GLAAD?). Diversity, Equity, and Inclusion in Franchising

Carol Mechedjian, Osmow’s Inc.

Allison Seguin, Director of Franchising, Cora’s

Learn how the franchise industry can combat systemic discrimination and underrepresentation, the opportunities franchising represents for the promotion of diversity, equity and inclusion, and franchisor-led DEI initiatives.

2:00 pm Break

2:15 pm Breakout Workshops (*choose one of two workshops*)

[E] You Need to Calm Down (Why Are You Mad When You Could Be GLAAD?). Diversity, Equity, and Inclusion in Franchising (reprise)

[F] Out of the Woods. Hotspot Franchise Cases in an Overburdened Judicial System

Adrienne Boudreau, Sotos LLP

Malcolm Aboud, Osler, Hoskin & Harcourt LLP

Andrew Winton, Lax O’Sullivan Lisus Gottlieb

Take a deep dive into recent hot spot franchise caselaw developments with a panel fresh from the battle lines, and learn their tips and tricks on managing complex litigation in the current realities of the judicial system in Ontario and Canada.

3:05 pm Break

3:20 pm **Everything Has Changed. Legal and Legislative Update**

Amy Delisle, Keyser Mason Ball, LLP

Kate Byers, Cassels Brock & Blackwell LLP

4:20 pm Closing Remarks and Program Concludes

4:30 pm **Networking Reception at the Bier Market**

Please join us immediately following the program for a reception at Bier Market (58 The Esplanade, Toronto, ON M5E 1R2).