



Dominic Mochrie

Partner, Franchise and Distribution

.....

Toronto

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Bar Admission: Ontario, 2002

Areas of Expertise

Travel and Leisure

Transportation and Logistics

Automotive

Retail and Consumer Products

Food and Beverage

Distribution and Supply Chain

Services

Financial Services Regulatory

Franchise

Advertising and Marketing

Intellectual Property

Dominic focuses on franchise and distribution, product marketing law and trade practice law. He provides practical and business-friendly advice to clients engaged in distribution and franchising matters, from start-up franchisors working to establish a new franchise system, to large, multi-national franchisors with thousands of franchisees. Dominic also supports clients in respect of various trade practice matters, including consumer protection, retail and marketing matters.

Dominic has extensive experience in wide variety of franchise systems, including hotel/hospitality franchises and retail fuel operations. Dominic also provides strategic advice to franchisors on franchising matters in M&A transactions, including advice on deal structure, risk analysis and risk mitigation. He has also recently assisted several franchisors “clean up” their franchise system prior to sale.

Dominic is actively in industry events and associations. He has been on many planning committees for the Canadian Franchise Association, the American Bar Association, the International Franchise Association, and the Ontario Bar Association. He is a frequent speaker and writer, including co-chairing the 2015 Ontario Bar Association’s Franchise Law Conference, presenting at the American Bar Association’s Forum on Franchising, and presenting at the International Franchise Association’s Legal Symposium. Dominic is also the International Distribution Institute’s designated franchise country expert for Canada.

Dominic is ranked in Chambers Canada, Best Lawyers, Lexpert, Who’s Who Legal (Global): Franchise, Who’s Who Legal: Canada (Franchise), and is recognized as a “Legal Eagle” by Franchise Times.

Awards and Recognition

- **Chambers Canada: Canada's Leading Business Lawyers:** Recognized in Franchising
- **The Canadian Legal Lexpert Directory:** Recognized in Franchise Law – Franchisor
- **Best Lawyers in Canada:** Recognized in Franchise Law; “Lawyer of the Year”, Franchise Law (2022)
- **Who's Who Legal:** Recognized in Franchise (International) and Franchising (Canada); Recognized as a Franchise Global Elite Thought Leader
- **Franchise Times:** Recognized in Franchise Times as a Legal Eagle

Credentials

Education

- Queen's University, LL.B.
 - University of Toronto, B.Sc. (Hons.)
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Languages

- English
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Professional Affiliations

- Canadian Bar Association
- American Bar Association
- Ontario Bar Association