



Lucas Versteegh

Associate, Franchise and Distribution

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Toronto

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Bar Admission: Ontario, 2017

Areas of Expertise

Travel and Leisure

Banking and Financial Services

Retail and Consumer Products

Food and Beverage

Distribution and Supply Chain

Services

Financial Services Regulatory

Franchise

Lucas practises commercial law with an emphasis on franchising, distribution, retail, and general commercial matters.

His franchising work includes the preparation of franchise agreements and disclosure documents, along with the endless variety of accompanying ancillary agreements, such as releases, purchase agreements, delivery arrangements, licences, and confidentiality agreements. Lucas helps franchisors navigate the increasingly complex regulatory environment of Canadian franchising law and its implications for Canadian systems as well as US brands expanding to the Canadian market.

His distribution, retail, and general commercial work includes advising retailers and other businesses on all contractual matters in a supply and distribution chain, including advice on distribution agreements, service agreements, licensing agreements, manufacturing agreements, warehousing agreements, transportation agreements, consignment agreements, and sponsorship agreements.

Lucas also advises extensively on consumer protection issues, including the structure of rewards and loyalty programs, gift cards, promotions and contests, debt collection, e-commerce and Internet sales agreements, cost of credit, packaging and labelling, and various advertising and marketing issues.

Lucas completed his joint B.C.L./LL.B. at McGill University, where he also obtained his Bachelor of Arts and Science in Physics and Humanistic Studies. While at McGill, he was a research assistant for Dr. Mohsen al-Attar, a volunteer at the Legal Information Clinic, and a leader in the High School Outreach Program for four years. He has travelled extensively, having lived, studied, and worked in places as diverse as Vienna, Singapore, Washington, D.C., and Hong Kong.

Awards and Recognition

- Nathan Cotler Memorial Prize in Human Rights Law, 2015

Community Involvement

- High School Outreach Program, Team Leader and Point Person (2011-2015)
- Legal Information Clinic at McGill, Volunteer (2012)

Credentials

Education

- McGill University, B.C.L./LL.B
 - McGill University, B.A./B.Sc.
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Languages

- English
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Professional Affiliations

- Member, Ontario Bar Association Consumer Law Committee
- Ontario Bar Association
- Canadian Bar Association
- Canadian Franchise Association