

# Daniel So

Lawyer

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## Daniel's Biography

Dan works with franchisors, master franchise owners and multi-unit franchisees. He helps franchisors expand across Canada and internationally and provides valuable advice on brand protection and on the myriad of laws regulating franchising.

Dan is consistently recommended as an expert in franchise law by the Canadian Legal Lexpert® Directory and in the prestigious Who's Who Legal: Canada. Dan was a two-time guest expert on CBC Television's *Fortune Hunters*, and was a franchise consultant for the producers of CBC Television's *Dragons' Den*. He has advised provincial governments on their franchise legislation, and is the author of the best-selling franchise law textbook, *Canadian Franchise Law: A Practical Guide*, which, inexplicably, has not been optioned by a major Hollywood studio for its next blockbuster summer film.

In addition to his franchise law practice, Dan has negotiated endorsement and services contracts with Major League Baseball® players and other professional athletes and has negotiated partnerships with Major League Baseball® and National Hockey League® stadiums and arenas. He teaches at both the business and law schools at the University of Victoria where he teaches courses on business law, secured transactions and the regulation

## Practice Areas

Business Law & Financial Services  
Law

Franchise Law & Intellectual Property  
Law

## Education and Year of Call

Year of Call: 2001 (Ontario), 2012  
(British Columbia), 2019 (Alberta)

JD, University of Victoria (1999)

BA, Economics, Western University  
Canada (1996)



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LAWYERS

of financial institutions.

Before studying law, Dan was a professional pianist who competed and performed around the world. He also played classical and jazz trumpet and once provided the soundtrack to a national advertising campaign for an internationally renowned restaurant franchise (hint: it was McDonald's). He is a airplane aficionado and enjoys cycling—firmly believing in the superiority of the Giro D'Italia over the Tour de France. Dan wrote this biography himself, entirely in the third person.

Contact Dan for expert advice on franchising.

## Professional Associations

- American Bar Association
- Canadian Bar Association
- Canadian Franchise Association
- Intellectual Property Institute of Canada
- Law Society of Alberta
- Law Society of British Columbia
- Law Society of Upper Canada
- Middlesex Law Association
- Ontario Bar Association

## Honours & Awards

- Who's Who Legal 2019: Recognized in Thought Leaders: Franchise Law
- Who's Who Legal 2020: Recognized in Thought Leaders: Franchise Law
- The Canadian Legal Lexpert Directory and Lexpert's Guide to



the Leading US/Canada Cross-Border Corporate Lawyers in  
Canada: Recognized in Franchise Law