**Likewise•**

*Top Level Nav*

Likewise(logo): Franchise & Business Law Tel: 604.559.6201 (Linked in icon > linked in page)

*Buttons*

Likewise • Services • John L. Rogers • Testimonials • Publications • Up Front Fees • Contact

***Likewise Section***

Photo: 3 Identical owls. (stock-photo-owls-portrait-owl-eyes-521028790.jpg)

Wordmark: Likewise; Franchise & Business Law

Likewise• is a boutique law practice, headed by John L. Rogers, and focussed on helping business owners multiply their success, often through franchising. At Likewise, we feel that franchising works best, when it works for everyone concerned. That’s why we focus on ensuring our clients enter into franchise agreements that are comprehensive, unambiguous and, above all, fair. We know, from decades of experience, that fair contracts engender mutual respect, cooperation and success. If you feel likewise, please contact [john@likewise.law](mailto:john@likewise.law)

\* Denotes Law Corporation

**v**

***Legal Services Section***

**Section Banner**

Headline: Go Forth and Multiply.

Photo: Row of identical coffee cups with Likewise logo.

*Subhead:* ***Franchising Legal Services***

Franchising is about faithfully duplicating the factors responsible for an franchisor’s business success. Faithful duplication of every aspect of a business model, operating systems, products, training and marketing is what makes visiting your favourite coffee spot in Vancouver or Dallas feel the same. It’s what makes the hamburger you had in Beijing taste just like the one back home. And, it’s what makes the franchise business model work. At Likewise, we draft agreements that ensure faithful duplication and engender respect for the business relationship by clearly defining the roles and responsibilities of all of the parties to the agreements including franchisors, franchisees and suppliers.

Subhead: **Franchisors**

Graphic: Row of 3 Hamburger Icons

Subhead: Have you found the secret sauce?

Copy: If you have a concept and are considering starting or expanding a franchise in Canada,

we can help. Likewise advises franchisors on:

* Registration of Canadian trade marks
* Preparation (or updating) of franchise agreements.
* Preparation of franchise disclosure documents.
* Incorporation of franchisors.
* Preparation (or review) of leases/subleases.
* General franchise advice.

Subhead: **U.S. Franchisors**

Graphic: Two stars and one maple leaf icon.

Subhead: Expanding to Canada?

Copy: Are you a U.S. franchisor considering an expansion to Canada? We can modify your franchise agreements and FDDs to comply with Canadian law. For U.S franchisors, we provide:

* ’Canadianization’ of franchise agreements, master franchise agreements and area development agreements.
* Preparation of franchise disclosure documents that comply with Canadian regulations.
* Registration of Canadian trade marks.
* Incorporation of Canadian subsidiaries.
* General advice on compliance with Canadian laws and customs.

Subhead: **Franchisees**

Graphic: Three shop icons.

Subhead: Are you ready to spread your entrepreneurial wings?

Copy: For prospective franchisees, our services include:

* Review of franchise disclosure documents and franchise agreements,
* Memos summarizing our reviews and providing our recommendations for changes
* Incorporation of franchisees.
* Leasing/subleasing advice.
* General advice on becoming a franchisee.

Subhead: **Franchise Suppliers**

Graphic: Three delivery trucks.

Everyone involved in a franchise relationship should seek legal advice. For franchise suppliers, we provide:

* Preparation or review of supply or distribution agreements
* General corporate/commercial services.

*(Aaron: Create visual separation from other services on the page; see visual attached)*

Headline: **General Commercial Services**

Visual: Legal document (See attached)

Not franchising? That’s ok, we also provide general commercial services including:

* Incorporations
* Shareholders agreements
* Joint venture agreements
* Planning, structuring and implementing contractual relationships on a local or cross-border basis.
* Providing opinions on Canadian commercial legal issues.
* Ongoing representation of Canadian and international clients.

***John L Rogers Section***

*Photo; John x3*

*Photo Caption; John L. Rogers, Senior Counsel*

*Headline (large): Advice you’ll rely on again and again and again.*

*Subhead: John advises on all areas of franchise law from inception to termination.*

*John L. Rogers is an internationally recognized expert in franchise law who also practices in the areas of corporate/commercial law and general business law. John has been recommended by L’expert many times, he has been named to the International Who’s Who of Franchise Lawyers and designated a “Legal Eagle.” in the U.S. by Franchise Times. John is among the most respected franchise lawyers in Canada with decades of experience helping franchisors, franchisees and their advisors navigate the complexities of franchise regulation and corporate/commercial law.*

*John has been admitted to the bar in both British Columbia and Ontario and has experience advising on franchise legislation and drafting of franchise disclosure documents in many provinces. For four years, John served as general counsel, a director and secretary of the Canadian Franchise Association. He has helped develop policies and programs for the betterment of the franchise industry in Canada and promotion of ethical conduct and*

*camaraderie among industry members.*

***Contact***

*Direct: Email: john@likewise.law*

*Download vCard*

***Assistant: Tonia Amaral***

*Direct: 604 559 6201*

*Email: tonia@likewise.law*

***Practice Areas***

*Franchise Law*

*Corporate/Commercial*

*General Business law*

***Areas of Expertise***

*Franchise Disclosure Documents*

*Franchise Agreements*

*Master Franchise Agreements*

*Area Development Agreements*

*Security Agreements*

*Franchise Regulation*

*Cross Border Expansion*

*Negotiation / Settlement of Disputes*

*Franchise Renewals*

*Franchise Termination*

*John L Rogers Section (continued)*

***Awards & Distinctions***

*- L’expert-ranked for Franchise Law (Canada)*

*- Who’s Who of Franchise Lawyers (International)*

*- “Legal Eagle” (US)*

***Industry Associations***

*- Member, Legal & Legislative Committee, Canadian Franchise Association*

*- Former General Counsel, Director, Secretary, Canadian Franchise Association*

*- Former Member, Supplier Forum Board, International Franchise Association*

***Community Commitments***

*- Sovereign Order of St. John, Knights Hospitaller, Knight of Justice*

*- Palliative Care Volunteer, St. John Hospice, Vancouver*

*- Canadian Franchise Association, Legal & Legislative Committee*

***Education & Calls to Bar***

*- Calls to Bar: British Columbia, 1977; Ontario, 2005*

*- Bachelor of Laws, University of British Columbia, 1976*

*- Bachelor of Arts (English Literature), University of British Columbia, 1973*

*- Vancouver College (with Honours), 1968*

***Publications***

*- Co-author of Chapter 1 “Structuring an Expansion to Canada”, ABA’s book on Franchising in Canada, January, 2017*

*- Editor and Co-author, Chapter on Canada, “The Franchise Law Review” (Annual Book, 2017), London, UK*

*- “Essential Differences exist between Trademarks in Canada and the US”, 2012*

*- “New Franchises Act (BC)”, 2017*

***Curriculum Vitae***

*Download John’s Curriculum Vitae here: John L. Rogers.pdf (make active)*

*\* Denotes a Law Corporation*

***Testimonials Section***

***Headline: Testimonials***

*Visual: Quotations marks artwork.*

**I will never use another lawyer.**

“Making John Rogers our attorney at Goodbye Graffiti was the best decision I ever made.

I have worked with John since our conception 20 years ago. I would not be where I am today without his expertise in the world of franchising and his support as a friend. I was truly lucky to have met him before I began franchising. I will never use another lawyer. John is truly a loyal and trusted partner in any endeavor.”

– Perri Domm, President and Owner, Goodbye Graffiti Inc.

**Timely, commercial and pertinent advice.**

“I have known and worked with John Rogers for more years than I care to remember. We first met at international franchise events and have become firm friends.

John provides very valuable updates to me concerning developments in relation to franchising in Canada and we have worked together on a number of assignments. I have always found his advice to be timely, commercial and pertinent.”

– John Pratt, Principal, Hamilton Pratt Solicitors, United Kingdom

**Tremendous, to the point advice.**

“I have worked with John Rogers for 6 years. During this time John has been tremendous at providing to the point advice. He has taken the time to learn our business model and understands our values. Accordingly his recommendations are relevant to Speedpro’s culture. John and I have worked together on several projects and he has always been professional, prompt and punctual. Speedpro enthusiastically recommends John Rogers for any and all types of Franchise legal matters."

– Stuart Burns, President and Owner, Speedpro Canada

**Our go-to resource in Canada.**

“John Rogers has for years been a go-to resource for responsive, practical, and sound advice and insight on behalf of our U.S. clients bringing their franchise systems into Canada, and dealing with ongoing legal issues under Canadian law.”

– Kenneth Costello, Partner, Bryan Cave Attorneys USA

***A man of the utmost integrity.***

*(Typeset from pdf)*

– Stewart Germann, Founder & Lawyer, SGL New Zealand

**Publications Section**

[https://www.cwilson.com/people/john-rogers/#tab\_news](https://www.cwilson.com/people/john-rogers/%23tab_news)

1. *Structuring an Expansion to Canada*
2. *The Franchise Law Review: Chapter 20 – Canada*
3. *BC’s New Franchises Act, and Regulations (2017)*

*Note: Discuss options for this section, content and design/coding implications with John, Aaron & Mike S.*

***Fees Section***

Headline: **Up Front Pricing.**

Visual: Calm business man meditating (floating) in lotus position.

We appreciate that many clients don’t like hourly rates because they want to know, up front, what their legal fees are going to be. That’s why Likewise offers the option of Up Front Pricing.

Once the services required of us have been determined, we will provide a up front price quote in a client engagement letter, with a retainer required. The up front price will apply to all work specified in the engagement letter.  Only if additional work is required will an hourly rate apply.  Disbursements and taxes will be extra. The engagement letter will cover all of these points.

***Contact Section***

*Visual: Map with Likewise logo graphic office marker*

Phone: 604.559.6201

Mobile: 604.209.6451

email: [john@likewise.law](mailto:john@likewise.law)

Assistant: Tonia Amaral

Direct: 604 559 6201

Email: tonia@likewise.law

Likewise Franchise Law

1400 - 1125 Howe Street

Vancouver, B.C. Canada

V6Z 2K8

**Visual Reference**

***Minmalist Icons (Owl, delivery truck, coffee cup, hamburger, etc.)***



***Commercial Services***

**Up Front Pricing**

**Phase 3 (Optional)**

If John requires :

- A rotating banner for promotions, ie: Expanding to Canada (see sketch)

* To be able to read the articles on the Publishing section online
* A blog
* Deeper SEO or social media
* Video

***Rotating Banners***

If John wants to use the a rotating banner within the scolling page for advertising.

*Banner 1 (Brand Awareness)*

Headline: Likewise, Franchise Law

*Banner 2 (U.S. Promotion)*

Headline; Expanding to Canada

Visual; Row of fries ( last one is poutine).

Copy: You’d better bring your eh game.

Button: Get in Touch eh. > links to contact section

Banner 3 (Up Front Pricing Promotion)

Headline; Up Front Pricing

Visual; Client in Lotus Position

Copy: Want cost certainty? Learn about our Up Front Pricing Option.

Button: Learn More > links to upfront prices section

***Possible Inside Pages***

If John wants people to be able to read the Articles from the Publishing Section on the website.

or wants to blog.

***Blog (2 pages)***

If John wants people to be able to post blog updates or update the publishing section himself.