



Matt Maurer

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Matt is a partner at Torkin Manes. He is co-chair of the Cannabis Law Group and chair of the Franchise Law Group. He is also an accomplished trial and appellate lawyer in the Litigation Group with over a decade of experience advocating on behalf of his business clients.

Matt provides business and regulatory advice to a wide range of cannabis industry stakeholders, including licensed producers, producer applicants, owners of businesses that provide ancillary services to the cannabis industry, entrepreneurs with start-up aspirations and foreign businesses who are looking to enter the Canadian market or enter into partnerships with established Canadian cannabis businesses.

Matt has developed considerable knowledge and expertise under the *Cannabis Act* and its predecessor legislation, including the *Access to Cannabis for Medical Purposes Regulations*. Matt prides himself on staying abreast of developing cannabis-related legislation at the federal, provincial and municipal levels across the entire country which allows him to service clients throughout Canada and internationally.

He is frequently sought out by clients to assist in developing promotional strategies and navigating the complexities surrounding the promotional provisions of the *Cannabis Act*. Matt has acted for a number of American and international celebrities in advising them in their relationships with Canadian cannabis companies.

Matt has helped clients obtain retail sales licenses across the entire country, including British Columbia, Alberta, Saskatchewan, Manitoba, Ontario and Newfoundland.

Within his litigation practice, Matt acts for his business clients on a wide range of commercial disputes. He has had numerous successful attendances before the Court of Appeal for Ontario and regularly litigates his clients' cases in the Ontario Superior Court of Justice on trials, applications and motions. Matt has also successfully appeared before the Supreme Court of British Columbia and the Court of Queen's Bench of Alberta.

Matt also acts for franchisors and franchisees both in respect of advising them with regards to their corporate affairs but also in franchise litigation matters. His franchise law experience includes, but is not limited to, advising franchisors and franchisees with respect to their rights and obligations and assisting in the preparation of franchise disclosure documents and other related franchise agreements.

Matt is a regular contributor to print and online media publications on issues pertaining to legal developments within the cannabis industry as well as corporate litigation. Matt is frequently sought out by Canadian media outlets to comment on issues pertaining to the cannabis industry and regularly speaks at industry conferences across the continent. Matt is also an editor of the **Torkin Manes Cannabis Law Group blog**.

Expertise

- ▶ Cannabis Law
- ▶ Franchise Law
- ▶ Litigation

Awards & Recognition

- ▶ *Lawyer of the Year - Cannabis Law (Toronto) - The Best Lawyers in Canada© 2023*
- ▶ *Listed in The Best Lawyers in Canada© - Cannabis Law (2021 - present)*
- ▶ Nominated for 'Best Lawyer' for the 2022 O'Cannabiz Awards
- ▶ *Chambers Canada Guide - Cannabis Law*
- ▶ Named a Lexpert Rising Star: Leading Lawyers Under 40 (2019)
- ▶ Finalist for *Canadian Lawyer's Top 25 Most Influential Lawyers* for 2019 & 2020
- ▶ *The Canadian Legal Lexpert Directory - Corporate Lawyers to Watch (2020)*
- ▶ Nominated for 'Best Lawyer' for the 2019 O'Cannabiz Awards
- ▶ Samuel Springer Scholarship

Publications & Presentations

- ▶ Dec 02, 2021 | Article
What you need to know about New Brunswick's new retail regulations
Business of Cannabis
- ▶ Nov 01, 2021 | Article
Ontario government moves to outlaw non-competition clauses in employment agreements
Business of Cannabis
- ▶ Jun 07, 2021 | [Torkin Manes LegalPoint](#)
Potential Franchisors Beware: The Powerful Statutory Rescission Remedy
- ▶ Feb 24, 2021 | Presentation
Measurement Matters Symposium
- ▶ Feb 08, 2021 | [Torkin Manes LegalPoint](#)
Don't Count Your Chickens Before They Hatch: Taking Deposits Under the *Arthur Wishart Act*
- ▶ Jan 26, 2021 | Article
To Co-Pack or Not to Co-Pack?
Business of Cannabis
- ▶ Aug 24, 2020 | Article
Cannabis Retail: What's currently going on and what can we expect on the horizon?
Business of Cannabis
- ▶ Jun 25, 2020 | Presentation
Andrew Wilder, Matt Maurer and Vlad Mihaescu to speak on a Legal Primer on Cannabis in Canada and the US
- ▶ May 21, 2020 | [Torkin Manes LegalPoint](#)
Ontario Court of Appeal Rules Franchisees are not Necessarily Obligated to Deliver Rescission Notice Prior to Suing Franchisors
- ▶ May 05, 2020 | [Torkin Manes LegalPoint](#)
Nova Scotia Court of Appeal Decision a Big Interim Win for Organigram
- ▶ Apr 08, 2020 | [Novel Coronavirus \(COVID-19\)](#)
Ontario Government Issues Emergency Order to Re-Open Cannabis Stores

- ▶ [Mar 27, 2020 | Novel Coronavirus \(COVID-19\)](#)
Health Canada Makes Numerous Cannabis Operational Adjustments to Deal with COVID-19
- ▶ [Mar 24, 2020 | Novel Coronavirus \(COVID-19\)](#)
Cannabis Retail and COVID-19
- ▶ [Feb 10, 2020 | Torkin Manes LegalPoint](#)
Ontario Government Contemplating Licensing Cannabis Consumption Establishments and Issuing Cannabis Special Occasion Permits
- ▶ [Dec 13, 2019 | Torkin Manes LegalPoint](#)
Ontario Officially Open For Cannabis Retail
- ▶ [Oct 03, 2019 | Presentation](#)
Edibles: Issues, Challenges and Opportunities
Future Cannabis Strategies North America, Roundtable
- ▶ [Aug 06, 2019 | Torkin Manes LegalPoint](#)
Second Lottery for Ontario Cannabis Retail Stores - What are the Rules and Strategies for Success?
Torkin Manes LegalPoint
- ▶ [May 02, 2019 | Presentation](#)
Panel participant detailing the cannabis licensing process
UCann 2019 Conference - Panel
- ▶ [Apr 04, 2019 | Presentation](#)
The legalization of cannabis and what it will bring to the events industry in 2019 and beyond
Global Meetings Industry Day
- ▶ [Mar 28, 2019 | Presentation](#)
Emerging Canadian Cannabis, and what the legal framework looks like in Canada
The Business of Marijuana in Southern California Conference
- ▶ [Feb 05, 2019 | Presentation](#)
Litigating in the Legalized Cannabis Era
Ontario Bar Association's Institute – Litigating in a New Era
- ▶ [Jan 11, 2019 | Presentation](#)
What Canada has learned since October 17
Lift & Co.'s 4th annual Cannabis Business Conference
- ▶ [Nov 28, 2018 | Article](#)
Promotional problems – the challenge of promoting cannabis products, services and accessories
Grow Opportunity Magazine
- ▶ [Nov 15, 2018 | Article](#)
Significant details about Ontario cannabis retail revealed by provincial government
- ▶ [Oct 30, 2018 | Torkin Manes LegalPoint](#)
Retail Cannabis in Ontario - What Will Be Required to Obtain a Retail Store?
Torkin Manes LegalPoint
- ▶ [Oct 12, 2018 | Article](#)
How We Got Here - The Road to Legalization of Cannabis in Canada
CannalInvestor Magazine
- ▶ [Aug 21, 2018 | Article](#)
26 Cannabis Companies Sign Supply Agreements With Province of Ontario
Slaw.ca
- ▶ [Aug 17, 2018 | Article](#)
Mandatory staff positions, security clearances under the *Cannabis Act*
Grow Opportunity Magazine

- ▶ [Jul 26, 2018 | Article](#)
Packaging Prohibitions: A Closer Look at Some Interesting Quirks of the Packaging Regulations Under the Cannabis Act
- ▶ [Jun 13, 2018 | Article](#)
Legalizing and regulating marijuana
- ▶ [Apr 05, 2018 | Article](#)
Cannabis Retail Across Canada - Coveted Licenses up for Grabs
- ▶ [Mar 01, 2018 | Article](#)
Cannabis Retail Across Canada
- ▶ [Feb 01, 2018 | Article](#)
British Columbia's Framework for Private Cannabis Retail
- ▶ [Jan 16, 2018 | Article](#)
The Canadian Regulatory Regime - Packaging and Labelling
- ▶ [Jul 19, 2017 | Article](#)
Is the Future of Commercial Cannabis Production Sungrown?
- ▶ [Jun 14, 2017 | Article](#)
Budget 2017 Shots across the bow - and some direct hits...
- ▶ [May 02, 2017 | Article](#)
Room to Grow? Why there still may be significant upside for LPs in advance of the rec market
- ▶ [Mar 22, 2017 | Article](#)
Organigram Holdings Inc. and Organigram Inc. Statement of Claim
- ▶ [Mar 09, 2017 | Article](#)
Canopy Growth Corporation/Mettrum Health Corp./Mettrum Ltd. Statement of Claim and Notice of Action

Memberships

- ▶ Canadian Bar Association
- ▶ Law Society of Ontario
- ▶ Advocates Society
- ▶ Board of Trustees, Toronto Lawyers Association
- ▶ Chair of the Young Lawyers Committee, Toronto Lawyers Association
- ▶ Member of the Legal and Legislative Affairs Committee, Canadian Franchise Association

Community Involvement

- ▶ Cannabis Law and Regulation Certificate Program Instructor and Advisory Board Member – Osgoode Professional Development, Osgoode Hall Law School, York University
- ▶ Board of Advisors – Ontario Independent Cannabis Association
- ▶ Instructor and Assessor – Law Practice Program
- ▶ Tutor for Licensing Examinations – Law Society of Ontario
- ▶ Cannabis Program Advisory Committee Member – Durham College

Credentials

- ▶ Called to the Ontario Bar, 2007

Education

- ▶ LL.B., Queen's University, 2006
- ▶ Bachelor of Arts (Political Science and Philosophy), University of Toronto, 2003