



Matthew J. Soroky

Associate

Contact

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Practice Groups

- Franchise & Distribution
- Business & Civil Litigation
- Intellectual Property

Biography

Matthew J. Soroky is a Certified Specialist in Franchise & Distribution Law as designated by the State Bar of California Board of Legal Specialization. He represents both franchisors and franchisees in a wide variety of transactional, litigation and regulatory compliance matters. Working closely with clients in the areas of franchise, distribution, licensing, and intellectual property, Mr. Soroky represents entrepreneurs and business owners in matters involving:

- Franchise Disclosure Documents (FDDs)
- Franchise registration, renewals, and related compliance
- Franchise termination and non-renewal issues
- Negotiation of single-unit franchise and multi-unit development agreements
- Copyright and trademark registration and enforcement

In addition, Mr. Soroky has over a decade of litigation experience and has litigated an array of franchise, complex business, and intellectual property disputes – including franchise disclosure violations; inadvertent/accidental franchise claims; trademark and copyright infringement; disputes involving distributor, dealer and commercial supply contracts; and the defense of various consumer class actions at both pre- and post-certification phases. He has represented both plaintiffs and defendants in claims regarding:

- Copyright and trademark infringement

- Fraud and false advertising
- Franchise law violations
- Lanham Act claims and unfair competition
- Direct and derivative shareholder disputes
- Trade secret misappropriation
- Defamation and privacy torts
- Products liability

Mr. Soroky has appeared before California courts throughout the state, and the United States District Courts, Central and Eastern Districts of California.

A graduate in the top 20 percent of his class at Southwestern Law School, Mr. Soroky earned his *Juris Doctor* in 2008, and graduated *magna cum laude* with Phi Beta Kappa honors from the University of California at Berkeley. Prior to joining Lewitt Hackman, he worked at a national law firm and completed externships with several in-house legal departments at NBC Universal. He has been named a *Southern California Rising Star*, by *Super Lawyers Magazine* each year since 2018.

Mr. Soroky is a member of the State Bar of California, American Bar Association Forum on Franchising, and the Los Angeles County and San Fernando Valley Bar Associations. As an appointed member of the Franchise Law Committee within the Business Law Section (BLS) of the California Lawyers Association, Mr. Soroky serves as Vice Chair of Legislation and leads a subcommittee on proposals to exempt franchises from California's Assembly Bill 5 (2019).

Publications & Speaking

- Co-Author, [***Assembly Bill 5 and the Future of Franchising***](#), *Los Angeles and San Francisco Daily Journal*, November 2020
- Co-Presenter, [***How to Be a Strong Advocate and Effective Counselor to Your Client in Mediation***](#), American Bar Association *Forum on Franchising*, October 2020
- Co-Author, [***Best Practices for Business Franchises During Pandemic***](#), *Los Angeles and San Francisco Daily Journal*, April 2020
- Author, [***Compelling U.S. Discovery in International Franchise Arbitrations: The \(F\)utility of Section 1782 Applications***](#) - The Franchise Law Journal, a publication of the American Bar Association, Fall 2019 Vol. 39, No. 2

- Co-Author, ***Gas Station Franchises: Federal and California State Regulations*** - *Valley Lawyer Magazine*, a publication of the San Fernando Valley Bar Association, August 2018
- Author, **Franchise Law e-Bulletin: U.S. House of Representatives Passes Save Local Business Act** - State Bar of California Business Law Section e-Bulletin, November 2017
- Author, **Franchise Law e-Bulletin: Franchising by Duress** - State Bar of California Business Law Section e-Bulletin, September 2017
- Author, **Franchise Law e-Bulletin: Beware the Entrepreneurial Landlord** - State Bar of California Business Law Section e-Bulletin, July 2017
- Author, **Franchise Law e-Bulletin: Recent Wave of Reprieves re Joint Employer Liability** - State Bar of California Business Law Section e-Bulletin, June 2017

Memberships

- Franchise Law Committee, California Lawyers Association, Business Law Section
 - Member, 2015-present
 - Case Reporter, 2017-18
 - Co-Vice Chair of Legislation, 2018-20
 - Vice-Chair of Legislation, 2020-21
- Forum on Franchising, American Bar Association
- Los Angeles County Bar Association
- San Fernando Valley Bar Association

ADMISSIONS TO PRACTICE LAW:

- State Bar Of California
- U.S District Court, Eastern District of California
- U.S District Court, Central District Of California

Awards

- *Southern California Rising Star*, 2018-20

Education

Southwestern Law School

- Juris Doctor, 2008
- *Journal of International Law*

- *Journal of International Media & Entertainment Law*
- *CALI Awards*: - Civil Pretrial Practice - Legal Writing
- Semifinalist, 2nd Place Brief: *Robert F. Wagner National Labor & Employment Moot Court Competition*
- Recipient, *Irving D. and Florence Rosenberg Scholarship*

University of California, Berkeley

- Bachelor of Arts, American Studies, 2004
- *Magna Cum Laude*
- Phi Beta Kappa
- Dean's Honor List
- Co-founder: Theater for Charity