



## Matthew J. Soroky

Shareholder

### Contact

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## Practice Groups

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

## Biography

Matthew J. Soroky is a Shareholder and a Certified Specialist in Franchise & Distribution Law as designated by the State Bar of California Board of Legal Specialization. Mr. Soroky is dedicated to providing timely, cost-effective, and practical solutions to his clients. He represents both franchisors and franchisees in a wide variety of transactional, litigation and regulatory matters which include:

- Preparing Franchise Disclosure Documents (FDDs) and related regulatory filings
- Outside/In-house counsel services for large, mid-size, and start-up franchisors
- Counseling prospective franchisees on investing in single-unit and multi-unit franchise offerings
- Advising franchisors and franchisees regarding termination, transfer, renewal, and non-renewal issues
- Representing franchisors and franchisees in administrative actions and investigations

Mr. Soroky advises business owners in a diverse range of industries, including quick-service and full-service restaurants, fitness centers, retail stores, professional services, medical spas, health and wellness, and many others. His breadth of engagements by clients with varied business experience and budgets enable him to tailor appropriate approaches or strategies to arrive efficiently at the client's goals.

With over 15 years' experience, Mr. Soroky litigates an array of franchise, business, and intellectual

property disputes in federal and state courts and arbitrations. He represents both plaintiffs and defendants in complex cases involving franchise disclosure violations, inadvertent/accidental franchise claims, trademark and copyright infringement, fraud and false advertising, Lanham Act and unfair competition, trade secret misappropriation, and disputes involving distributor, dealer, and commercial supply contracts.

Mr. Soroky is an active member of the American Bar Association Forum on Franchising and regular author and speaker on franchise and distribution issues. His publications include articles for *The Franchise Law Journal*, *The Franchise Lawyer*, *Los Angeles* and *San Francisco Daily Journal* and *Valley Lawyer*. Mr. Soroky currently serves as Staff Editor for *The Franchise Law Journal*. He was a member of the Franchise Law Committee for the California Lawyers Association, where he served as Vice Chair of Legislation, and lead a subcommittee on proposals to exempt franchises from California's Assembly Bill 5 (2019).

Prior to joining Lewitt Hackman, Mr. Soroky worked at a national law firm and completed externships with several in-house legal departments. He has been named a *Southern California Rising Star* by *Super Lawyers Magazine* in Franchise and Dealership Law, each year since 2018.

## Publications & Speaking

- Co-Presenter, ***Key Considerations for Franchising in Specialized Industries and Segments***, *American Bar Associations Forum on Franchising*, October 2024
- Facilitator, ***Celebrities as Franchisees - Risk or Reward?***, *International Franchise Association Legal Symposium Roundtable*, May 2024
- Co-author, ***Litigation and Dispute Resolution Case Notes***, *Franchise Law Journal*, February 2024
- Author, ***Starstruck and Star-Stricken: When Celebrities Buy and Sell Franchises***, *The Franchise Lawyer*, Fall 2022, Vol. 25, No. 4
- Co-Author, ***Amendments to California Franchise Laws in the New Year***, *Los Angeles and San Francisco Daily Journal*, December 2022
- Presenter & Author, ***Employment Issues in Franchising***, State Bar of Texas CLE, February 2022
- 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, 2016-22
  - 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
- U.S District Court, Southern District of California

## Awards

- *Southern California Rising Star*

## 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