



## Regulatory, Advertising & Marketing

Our Regulatory, Advertising & Marketing practice group is committed to keeping our clients abreast of the regulatory changes that impact the way that they market and advertise their products and services in Canada. We work with clients from all sectors and industries, both domestic and international and pride ourselves on giving clients practical advice based on a clear understanding of their businesses.

### Our Services

The following is a list of services that members of our Regulatory, Advertising & Marketing group provide:

#### Advertising

- Reviewing print and broadcast advertising (including comparative advertising) of consumer goods and services
- Advising on advertising regulated products and services including food, drugs, cosmetics, medical devices, and alcohol
- Advising on advertising to children
- Assisting clients to obtain clearance of their advertisements from various regulatory agencies
- Assisting clients to respond to complaints about their advertisements by consumers, competitors, or regulators
- Advising clients on challenging competitors' advertisements through the courts and Advertising Standards Canada

#### Marketing

- Advising clients on consumer promotions such as contests and coupon programs
- Advising clients on consumer protection legislation
- Advising clients on marketing over the Internet

#### Packaging & Labelling

- Reviewing packaging and labelling of diverse products

#### Quebec French Language Requirements

- Advising on compliance with the Quebec *Charter of the French Language* and regulations adopted there under

#### Privacy

- Advising clients on compliance with Canada's privacy laws

### Recent Articles

[One Person's Trash is Another Person's Treasure Part II: The Right to Repair Movement in the United States](#)  
September 15, 2021

[CASL Compliance isn't Only for Companies! \\$75,000 Penalty Imposed on an Individual](#)  
April 19, 2021

[Don't Fall Prey to these Common Media Errors & Omissions \(E&O\) Pitfalls](#)  
March 12, 2021



[Substantiating Environmental Claims in the Cleantech Industry](#)  
March 4, 2021

[Regulatory, Advertising & Marketing 2020 Year in Review](#)  
February 8, 2021

[Federal Enforcement Agencies Remind Canadian Mobile App Companies of their CASL Obligations](#)  
January 13, 2021



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