



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

[Happy Anniversary! Privacy Commissioner releases observations and findings after one year of mandatory data breach reporting](#)

November 8, 2019

[Competition Bureau Proves Drip Pricing Is a Hot Button Topic](#)

October 30, 2019

[Strengthening Trade Secret Protection in Canada](#)

October 28, 2019



Legalization 2.0: IP and Regulatory Considerations for Edibles, Extracts and Topicals
October 23, 2019

Canadian Drug Price Review of Generic Companies Holding Patents
September 30, 2019

While Americans Laud “Low” Canadian Drug Prices, Canadian Innovative Pharma Waits to see if the Pricing Axe Will Fall on “Excessive” Canadian Drug Prices
August 7, 2019



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