

Advertising Disputes: Strategic Considerations in Selecting Your Dispute Resolution Process

Date: Wednesday, April 25, 2018 | 9:00 am to 12:30 pm

Location: Twenty Toronto Street Conferences and Events
20 Toronto Street, 2nd Floor, Toronto

Program Chair: Dan Edmondstone, McMillan LLP



Live

Webcast



Substantive Hours: This program is eligible for up to 3h 30m

Your client wishes to challenge a competitor's marketing. With multiple avenues to consider, how do you decide which procedure will be most appropriate and beneficial to your client? Join us to explore what is involved in proceedings before the ASC, Courts and Competition Bureau, and to gather valuable insights on how to elect the best procedural option for your client.

8:30 am Registration and Coffee

9:00 am Welcome and Opening Remarks from the Program Chair

9:05 am **Navigating ASC's Advertising Dispute Procedure**

Dan Edmondstone, McMillan LLP

Rafe Engle, RS Engle Professional Corporation

- Exploring ASC's jurisdiction and process
- What remedies are available?
- Best practices for excelling before ASC

9:45 am **Initiating Court Proceedings**

Michael Binetti, Affleck Greene McMurtry LLP

Chantelle Spagnola, Davies Ward Phillips & Vineberg LLP

- Can I get an injunction?
- Pros and cons of a damages suit

10:25 am Networking Break

10:40 am **Making a Complaint to the Competition Bureau**

Katherine Johnson, Competition Bureau

- What is involved in a complaint to the Competition Bureau?
- Is the Competition Bureau likely to act on a competitor's complaint?

11:20 am **How to Select the Best Process for Your Client's Dispute**

Brian Fraser, Gowling WLG

Hear from our expert panel as they share helpful advice on how to weigh the benefits and detriments of each process to select the preferred route for particular disputes.

12:20 pm Closing Remarks

12:30 pm Program Concludes

PROGRAM REGISTRATION IS ONLINE www.oba.org/pd

Questions? pd@oba.org