

Advertising & Marketing Law 2019: Social, Digital,
Online Compliance
OBA Professional Development



Date: Thursday, October 3, 2019 | 9:00 am to 4:00 pm

Location: OBA Conference Centre
20 Toronto Street, 2nd Floor, Toronto

Program Chairs: **Dan Edmondstone**, McMillan LLP
Michael Betti, Affleck Greene McMurtry LLP



Substantive Hours: This program is eligible for up to **5h 0m**
Professionalism Hours: This program contains **1h 0m**

The OBA has been approved as an Accredited Provider of Professionalism Content by The Law Society of Ontario.

Our popular annual program returns for another information-packed day of learning about social, digital and online compliance in marketing and advertising law. Join our seasoned faculty to expand your knowledge on developments in advertising standards, hear updates from the Competition Bureau, identify intellectual property issues in advertising and explore the unique topic of advertising in the automotive sector. Navigate the current trends in the law and enhance your understanding of this practice area.

Register now for this timely and valuable program.

9:00 am	Welcome and Opening Remarks	
9:05 am	Automotive Issues: What’s Driving the Analysis? Andrea Korth , OMVIC Suhuyini Abudulai , Cassels Brock & Blackwell LLP Jared Grossman , Honda Canada Moderator: Dan Edmondstone , McMillan LLP Technology is altering the sale and purchase of cars in North America. This panel explores: <ul style="list-style-type: none">Advising the client when automotive regulations have not adjusted to market demandsUpdates on important cases, enforcement trends and OMVIC priorities<i>Consumer Protection Act</i>, 2002 issues for OEM and dealer clients	12:00 pm Networking Lunch
9:55 am	Networking Break	
10:15 am	Food for thought: Legalization of Cannabis Edibles Alice Tseng , Smart & Biggar/Fetherstonhaugh Adam M. Vassos , Vassos Law LLP <ul style="list-style-type: none">Assess the 1st year of cannabis legalizationUpdate on 2nd round of cannabis legalizationUnderstand edibles in advertising and marketing plansReview and assess promotion activities complying with the <i>Cannabis Act</i>	1:00 pm Update from the Competition Bureau of Canada Josephine Palumbo , Competition Bureau Canada Michael Binetti , Affleck Greene McMurtry LLP Moderator: Janine MacNeil , McMillan LLP <ul style="list-style-type: none">Hear from counsel and Bureau personnel as they outline recent Competition Bureau mattersDiscuss enforcement, pricing issues, influencer advertising, deceptive marketing practices, substantiation, and other topics
11:00 am	Ad Standards & Industry Self-Regulation Catherine Bate , Advertising Standards Canada Dan Edmondstone , McMillan LLP Learn about the recent work and initiatives of Ad Standards including: <ul style="list-style-type: none">Ad Standards’ role in industry self-regulationOverview and assessment of new Advertising Dispute ProcedureEffectively avoiding and dealing with consumer complaints under the Canadian Code of Advertising StandardsAnalysis of various Ad Standards guideline documents, including the Influencer Marketer Disclosure Guidelines	2:00 pm Networking Break
11:45 am	Questions and Answers	2:15 pm Intellectual Property Issues in Advertising Brian Fraser , Gowling WLG Charlotte McDonald , Gowling WLG <ul style="list-style-type: none">What advertisers need to know about IPDo’s and Don’ts when using IPDiscuss the myths of the magical public domainReceive guidance on celebrities and IP considerationsExplore the developments on using someone else’s trademark in your domain nameReview the preventative measures, developments, and responses to registering a domain name with your trademark in it
		3:00 pm Advertising by Lawyers and Rule 4 RPC Bill Holder , Law Society of Ontario Edward (Ted) Marrocco , Stockwoods LLP <ul style="list-style-type: none">Examine the framework for lawyers advertising under <i>Rules of Professional Conduct</i>Analyze recent changes to LSO advertising rulesBest practices for lawyers when advertising
		4:00 pm Closing Remarks/Program Concludes