

Advertising & Marketing Law: Critical Updates, Key  
Developments and Current Trends  
*OBA Professional Development*



In-Person



Webcast

**Date:** Tuesday, June 6, 2023 | 9:00 am to 4:00 pm

**Location:** OBA Conference Centre  
20 Toronto Street, 2<sup>nd</sup> Floor, Toronto

**Program Chairs:** **René Bissonnette**, Gowling WLG  
**Shelley Samel**, Ad Standards

**Substantive Hours:** This program is eligible for up to **5h 30m**  
**Professionalism Hours:** This program contains **30m**

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

OBA’s annual Advertising & Marketing Law program is back after a two year hiatus to bring you up to speed! Ensure you have the expertise to advise your clients on how to effectively advertise and market their business without getting tripped up by legislative and regulatory hurdles. Get up-to-date on the ever-evolving field of advertising and marketing law, as you gather critical insights and key strategies from our exceptional faculty.

Register now for this timely and valuable program.

9:00 am	Welcome and Opening Remarks	12:00 pm	Networking Lunch
9:05 am	<b>Class Action Developments and Navigating Issues for Advertiser and Marketers</b> <b>Antonio Di Domenico</b> , Fasken LLP (Toronto) <b>Linda Visser</b> , Siskinds LLP (London) Class actions lawsuits against advertisers and marketers pose significant risks to their brands and businesses. This panel explores: <ul style="list-style-type: none"><li>Key developments and current target for class action lawsuits</li><li>What constitute as a gift card (e.g. credits, vouchers)?</li><li>Lawsuits arising from rewards programs and ways to mitigate risks</li></ul>	1:00 pm	<b>What is Keeping In-House Counsel Up at Night?</b> <b>Brian Fraser</b> , Brian Fraser Law (Toronto) <b>Angela Giancaterini</b> , Kellogg Canada Inc. (Mississauga) <b>Nicole Kutlesa</b> , Senior Legal Counsel (Marketing & Advertising), Scotiabank (Toronto) <b>Moderator: Shelley Samel</b> , Ad Standards Join the conversation as in-house counsel share their thoughts on pressing issues, new developments, and the practical management of legal risks.
10:00 am	Networking Break	2:00 pm	Networking Break
10:20 am	<b>Navigating Recent Changes to Food Law</b> <b>Pei Li</b> , Blake, Cassels & Graydon LLP (Toronto) <b>Glenford Jameson</b> , G.S. Jameson and Company (Toronto) Learn about the recent developments on advertising in the food industry, including: <ul style="list-style-type: none"><li>Tips for complying with the new front-of-package products labelling requirements</li><li>How to navigate the latest industry code on responsible advertising of food to children</li><li>Supplemented foods and new regulations</li></ul>	2:15 pm	<b>Need-to-know Advertising Rules in Québec</b> <b>François Larose</b> , Bereskin & Parr LLP (Montréal) <b>Melissa Tehrani</b> , Gowling WLG (Montréal) <b>Timothy M Banks</b> , nNovation LLP What are the key legal considerations that arise in Quebec and what do advertisers need to know? Ensure you are up to speed on the latest developments and get helpful insights on: <ul style="list-style-type: none"><li>The new language law (Bill 96)</li><li>Contests and promotions and what you need to do</li><li>Navigating the province’s privacy regime</li></ul>
11:05 am	<b>Critical Updates and Insights from the Competition Bureau and the Federal Trade Commission</b> <b>Josephine A.L. Palumbo</b> , Competition Bureau Canada (Ottawa) <b>Tiffany Woo</b> , Federal Trade Commission (Washington DC) <b>Moderator: Michael I. Binetti</b> , Affleck Greene McMurtry LLP Hear from the Competition Bureau and the FTC as they share: <ul style="list-style-type: none"><li>Their 2023 marketing and advertising enforcement priorities</li><li>What can be learned from recent matters, including greenwashing, online reviews, drip pricing, influencer advertising and other topics</li><li>Emerging trends and what Canadian companies need to worry about.</li></ul>	3:10 pm	<b>Ad Standards &amp; Industry Self-Regulation</b> <b>Catherine Bate</b> , Ad Standards (Toronto) <b>Jennifer McKenzie</b> , Cassels Brock & Blackwell LLP (Toronto) <b>Moderator: René Bissonnette</b> , Gowling WLG Learn about the recent work and initiatives of Ad Standards, including <ul style="list-style-type: none"><li>Emerging trends and pitfalls to avoid</li><li>Best practices for navigating the complaint procedure, including, how to effectively deal with complaints under the <i>Canadian Code of Advertising Standards</i></li><li>Claims substantiation and valuable strategies for protecting your claims</li></ul>
		4:00 pm	Closing Remarks/Program Concludes