



Daniel G. Edmondstone

Co-Chair, Advertising
Toronto

416.307.4121
dan.edmondstone@mcmillan.ca

education and year of call

- Called to the Ontario bar - 1991
- University of Toronto, LLB - 1989
- University of Toronto, B.Sc. (with distinction) - 1986

practice areas

cybersecurity
competition and antitrust
freedom of information and access to information
unilateral conduct and distribution practices
marketing and advertising
privacy and data protection
class actions
mergers
foreign investment review
cartels

industries

automotive finance
food, beverage and agribusiness
retail
service industries

profile

- Partner as of 1998
- Co-Chair, Advertising
- Member of the firm's Competition and Marketing Law Groups
- Practices in the area of competition law, including marketing and advertising related matters
- Also practices in the area of privacy, litigation and general commercial matters

directorships and professional associations

- Canadian Bar Association, Civil Litigation and National Competition Sections
- Past Chair, Marketing Practices Committee, National Competition Law Section, CBA
- Past Chair, Consumer Law Committee, Ontario Bar Association
- Past Chair, Reviewable Matters Committee, National Competition Law Section, CBA
- American Bar Association - Antitrust Law Section
- Past President, Thomas More Lawyers' Guild of Toronto
- Advertising Standards Canada
- Canadian Marketing Association
- Promotion Marketing Association/Brand Activation Association

representative matters

- Advises clients with respect to advertising and marketing law issues
- Advises clients with respect to privacy and CASL compliance

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issues

- Involved in matters before the Competition Tribunal and civil and criminal matters under the Competition Act
- Represents clients in general commercial litigation matters
- Regularly represents clients before Advertising Dispute Panels of Advertising Standards Canada
- Dan has acted in several recent deals including:
- Acted for Vitran Corporation Inc. in respect of the sale to Transforce Inc., 2014
- Acted for AXA S.A. in respect of the sale of AXA Canada to Intact Insurance in September 2011
- Acted for Associated Proteins Limited Partnership in its C\$64 million plus working capital asset purchase by Viterra Inc. in June 2009
- Acted for Teck Cominco Limited when it completed the acquisition of Global Copper Corp. by way of a plan of arrangement for aggregate proceeds of approximately C\$415 million in August 2008
- Acted for Deluxe Vancouver Ltd., a division of the Deluxe Entertainment Services Group Inc., when it acquired Rainmaker Entertainment Inc., a division of Rainmaker Income Fund, along with Visual Effects UK Limited, Rainmaker's visual effects operation in London, England, for approximately C\$31 million
- Acted for Mylan Inc. when it completed its €4.9 billion (US\$6.8 billion) acquisition Merck KGaA's generics business to become one of the largest quality generics and specialty pharmaceuticals companies in the world
- Acted for Teck Cominco Limited in its C\$4.1 billion acquisition of Aur Resources Inc. in 2007

awards and rankings

- Recognized by *Chambers Canada (2020)* as a leading lawyer in the area of Advertising & Marketing Law
- Recognized by *Best Lawyers in Canada (2020)* as a leading lawyer in the area of Advertising & Marketing Law
- Recognized in the 2019 *Canadian Legal Expert Directory* as a Consistently Recommended lawyer in the area of Advertising & Marketing Law and a Repeatedly Recommended lawyer in the area of Competition Law
- Listed in *Who's Who Legal Canada 2018* as a leader in Competition
- Recognized by *Chambers Canada 2019* as a leader in Advertising & Marketing

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- Recognized by *The Best Lawyers in Canada (2019)* as a leading lawyer in the area of Advertising & Marketing Law
- Recognized in the 2018 Canadian Legal Lexpert Directory as a Consistently Recommended lawyer in the area of Advertising & Marketing Law and Repeatedly Recommended Lawyer in the area of Competition Law
- Listed in *The Best Lawyers in Canada (2018)* as leader in Advertising and Marketing Law
- Listed in *Who's Who Legal: Canada 2017* as leader in Competition
- Listed in *Canadian Legal Lexpert Directory 2017* as consistently recommended in Advertising and Marketing Law
- Listed in *Chambers Canada 2017* as a leader in the practice area of Advertising & Marketing - Canada
- Listed in *The Best Lawyers in Canada 2017* as leader in Advertising and Marketing Law
- Listed in the *Canadian Legal Lexpert Directory 2016* as a leading practitioner in the area of Advertising and Marketing Law
- Recognized in *Chambers Global: The World's Leading Business Lawyers 2013*, as a leader in the practice area of Competition/Antitrust

publications

November 2019

FlightHub Experiences Some Turbulence Courtesy of the Competition Bureau
Marketing and Advertising Bulletin

October 2019

Canadian National Security Reviews: 10 Takeaways
Competition Law Bulletin

May 2019

New Ad Standards Advertising Dispute Procedure
Marketing and Advertising Bulletin

June 2017

Investment Canada Act Threshold Increases to \$1 Billion (Cdn)
Competition Bulletin

April 2017

Investment Canada Act Threshold Increase - \$1 Billion (Cdn)
Competition Bulletin



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March 2014

In Advertising, Silence Can be Golden - or at least not
Actionable
Competition Bulletin

2014

Canadian Advertising and Marketing Law
Co-author, Carswell

presentations

June 10, 2014

Canada's New Anti-Spam Law - what it really means, how it
affects you, and why every business in Canada should care
Vancouver, BC

January 2014

Mastering the New Challenges of Running Compliant Contests
Canadian Institute's Annual Advertising and Marketing Law
Conference, Toronto