



## 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 in the 2020 Canadian Legal Lexpert Directory as a Consistently Recommended lawyer in the area of Advertising & Marketing Law
- Listed in Who's Who Legal: Canada 2019 as a leader in Competition
- 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 Lexpert Directory* as a Consistently Recommended lawyer in the area of Advertising & Marketing Law and a Repeatedly

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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
- 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



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**April 2017**

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

**presentations**

**July 2020**

Consumer Protection Issues in Light of the Global Crisis  
The Canadian Bar Association  
Seminar