

MCMILLAN NAMED ADVERTISING AND MARKETING "LAW FIRM OF THE YEAR" BY BEST LAWYERS IN CANADA

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Category: [News](#)

McMillan is delighted to announce that the firm has been selected as the 2021 "Law Firm of the Year" by *Best Lawyers™ in Canada Guide* for expertise in **Advertising and Marketing Law**. This recognition by industry peers reflects a long tradition of success for our Advertising and Marketing group and is a testament to the firm's commitment to client service excellence and market leadership.

Best Lawyers' "Law Firm of the Year" award recognizes a single top firm for its work in a specific legal practice area nationwide. Awards are determined based on a handful of factors including lawyer ballot feedback, the firm's coverage and scope in this practice area, historical analysis of the firm's "Lawyer of the Year" awards, and the firm's reputation as an expert in this area.

Our market-leading group enjoyed another outstanding year, successfully assisting clients by handling numerous advertising review matters and advertising disputes. Known for our broad practice with substantial industry expertise, our lawyers are described as "*knowledgeable and attentive*" and "*responsive, available, well experienced, and gives grounded advise*". Specifically, James Musgrove, is regarded as "*one of the brightest people there is in advertising matters related to the Competition Bureau*".

Three members of our Advertising and Marketing Practice have been individually recognized for their expertise in the 2021 Edition of the *Best Lawyers in Canada Guide*:

[Daniel G. Edmondstone](#)

[Janine MacNeil](#)

[James B. Musgrove](#)

[McMillan's Advertising and Marketing Practice](#) is a part of the Firm's Competition and Antitrust group and is recognized as a market leader for helping our clients navigate the complex world of regulations that govern today's marketing environment. Our range of services include legal compliance reviews of advertising campaigns for brand marketers and agencies; packaging and labeling; new product launches consumer protection compliance; negotiating and drafting industry-related agreements, including sponsorship and talent agreements; counseling on sweepstakes, games and contests; advising on the legal risks associated with

online advertising, and privacy telemarketing and anti-spam compliance – amongst other services. We also assist our clients with Advertising Standards Canada dispute hearings, as well as Competition Bureau investigations. Our advertising and marketing clients operate in a wide range of business sectors, including advertising/marketing/promotion agencies, agriculture, automotive, automotive parts, consumer products, education, financial services, gaming, media and entertainment, medical devices, retail, technology and telecommunications. Our lawyers have diverse backgrounds in areas such as business, film, music and publishing. Our unique ability to understand advertising and marketing issues from many angles and offer practical, timely and well-informed solutions set us apart.

McMillan is a leading Canadian law firm committed to client service and professional excellence. As a full service business law firm, McMillan serves public, private and not-for-profit clients across key industries in Canada, the United States and internationally. With globally recognized expertise and acknowledged leadership in major business sectors, we provide integrated, creative and solutions-oriented legal advice through our offices in Toronto, Vancouver, Montréal, Calgary, Ottawa and Hong Kong. Our firm values—respect, teamwork, commitment, client service and professional excellence—are at the heart of McMillan’s commitment to serve our clients, our local communities and the legal profession.

For additional information, please visit *Best Lawyers’* [website](#).