

DANIEL G. EDMONDSTONE



Categories: [People](#), [Lawyers](#)

Daniel (Dan) Edmondstone's practice focuses on matters involving competition law (including marketing and advertising issues), antitrust and foreign investment, and product regulation. He advises on consumer law matters including privacy issues and CASL compliance and contentious matters of misleading advertising. Dan is consistently recognized for his work in advertising and marketing law, and competition law by various legal directories, and is a leader of the firm's Marketing & Advertising Group.

Representing clients before the Competition Tribunal on matters under the *Competition Act*, Dan is also active in general commercial litigation, and appears regularly before advertising dispute panels of Advertising Standards Canada. Serving clients in a range of industries, he has gained particular industry insight in the automotive sector. Dan regularly advises with respect to consumer law compliance issues for a wide range of clients in consumer-facing industries.

Dan's transactional work includes advising target companies and buyers on a variety of acquisitions, including in the mining, pharmaceutical and insurance sectors.

Email: dan.edmondstone@mcmillan.ca

Expertise: Automotive, Competition, Antitrust & Foreign Investment, Marketing & Advertising, Privacy & Data Protection, Product Liability & Regulation

Location: Toronto

Phone: 416.307.4121

Position/Title: Partner, Marketing & Advertising

Directorships & Affiliations:

- 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
- Association of National Advertisers/Brand Activation Association

Publications:

- "Canadian Advertising and Marketing Law," Chapter 2: Advertising and Promotion Carswell (2020)
- "O'Brien's Encyclopedia of Forms, Eleventh Edition," Canada Law Book, a Thomson-Reuters business (2020)
- "Updates To The Canadian Merger Review Process," Toronto Law Journal (March 2012)
- "The Development of Private Enforcement of the 'Refusal to Deal' Law in Canada," Competition Law Publication by Federated Press (September 2006)
- "Lilly v. Apotex - The Application of Section 45 to Patent Assignments and Other Issues," Canadian Competition Record , Vol. 22, No. 3 (Fall 2006)
- "Stalled on Take Off: Commissioner of Competition v. Air Canada – A Comment," Canadian Competition

Record (Spring 2004)

- "Bill C-23 Makes Progress," Canadian Competition Record (Winter 2001)
- "The Year in Review: Civil, Criminal and Administrative/Legislative Developments," Juris Publishing (2000)
- "The Amendments - At Last," Canadian Competition Record, Volume 19, No. 3 (Winter 1998)
- "An Overview of Canadian Competition & Advertising Law," LEXPERT (1998)
- "Abuse of Dominance and Tied Selling: Some Thoughts on the Tele-Direct Case," Canadian Competition Record, Volume 18, No. 2, p. 29 (Summer 1997)
- "Big Changes on Way for Competition Act," Lawyers Weekly (April 1997)
- "Competition Law Amendments Introduced into Parliament," Canadian Competition Record, Volume 17, No. 3, p. 1 (January 1996)
- "Case Comment: Upper Lakes Group Inc. v. Canada (National Transportation Agency)," Canadian Competition Record, Vol. 16, No. 3 (1995)

Education & Admissions:

Degree: Called to the Ontario bar

Year: 1991

Degree: LLB

University: University of Toronto

Year: 1989

Degree: B.Sc. (with Distinction)

University: University of Toronto

Year: 1986

Rankings & Recognition:

- Listed in Who's Who Legal: Canada 2023 as a leader in Competition
- Recognized by Chambers Canada (2024) as a leading lawyer in the area of Advertising & Marketing
- Recognized by *Best Lawyers* in Canada (2024) as a leading lawyer in the area of Advertising and Marketing Law
- Listed in the 2023 Who's Who Legal: Competition Guide as Recommended in the area of Competition Law
- Recognized in the 2023 Canadian Legal Lexpert 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 2022* as a leader in Competition
- Recognized by *Chambers Canada (2023)* as a leading lawyer in the area of Advertising & Marketing
- Recognized by *Best Lawyers in Canada (2023)* as a leading lawyer in the area of Advertising and Marketing Law
- Recognized in the 2022 Canadian Legal Lexpert Directory as a Consistently Recommended Lawyer in the area of Advertising & Marketing Law and a Repeatedly Recommended Lawyer in the area of Competition Law
- Recognized in the *2022 Lexpert / American Lawyer Guide to the Leading 500 Lawyers in Canada: Advertising Law*
- Recognized by *Chambers Canada (2022)* as a leading lawyer in the area of Advertising & Marketing
- Recognized by *Best Lawyers in Canada (2022)* as a leading lawyer in the area of Advertising and Marketing Law
- Listed in *Who's Who Legal: Canada 2021* as a leader in Competition
- Recognized in the 2021 Canadian Legal Lexpert Directory as a Consistently Recommended Lawyer in the area of Advertising & Marketing Law and a Repeatedly Recommended Lawyer in the area of Competition Law
- Recognized by the *Best Lawyers in Canada (2021)* as a leading lawyer in the area of Advertising and Marketing Law
- Listed in *Who's Who Legal: Canada 2020* as a leader in Competition
- Recognized by *Chambers Canada (2021)* as a leading lawyer in the area of Advertising & Marketing
- 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 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

Speaking Engagements:

- From Helmets to Hazmat Suits: Deceptive Marketing and Performance Claims, Canadian Bar Association, Competition Law Section

- April 20, 2021

- Canadian Institute's 28th Annual Advertising and Marketing Law Conference

- January 18-19, 2021

- Competition, Crime and Punishment: The Practice, Procedure and Substance of Criminal Competition Law Presented by the Canadian Bar Association's National Competition Law Section and Continuing Legal Education Committee

- Deceptive Conduct: A Misleading Advertising Update Mapping the Terrain: An Update on Canadian Competition Law, and a Look at the Year Ahead, presented by the Lang Michener National Competition Law Group

- May 2007

- Red Hot Competition Law Concerns: The Latest on Misleading Advertising, Ordinary Pricing Claims and Enforcement Crack-Downs, The Canadian Institute's 13th Annual Advertising and Marketing Law Conference

- January 25, 2007

- New Development in Marketing/Advertising Law, Canadian Bar Association's National Competition Law Section and the Continuing Legal Education Committee, 2006 Annual Fall Conference on Competition Law

- September 28, 2006

- The Federal/Provincial/Territorial Jurisdictional Interplay, Insight Information Toronto

- December 5, 2005

- Upload File

- Marketing and Advertising Law Fundamentals, CBA Annual Fall Conference on Competition Law

- September 23, 2004

- Upload File

- Emerging Issues in Electronic Advertising, 5th Annual Advertising & Marketing Law Conference, Insight Information Services

- February 18, 2003

- Upload File

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

- July 2020

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

- June 10, 2014

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

- January 2014

- Advertising in the Social Media Space, CBA Fall Competition Law Conference

- Fall 2012

- Information Privacy and Data Protection Conference Lexpert

- November 2010

- Competition Act Amendments 2009 Webinar, The Canadian Marketing Association (CMA)

- April 2009

- Checking the Fine Print: Instituting Legal Protections when Running Contests, The 15th Annual Advertising and Marketing Law conference, presented by The Canadian Institute

- January 2009

- Complying with Canadian Product Labeling Standards, The Six-Minute Business Lawyer, presented by The Law Society of Upper Canada

- June 2008

Representative Matters:

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



Industries: Automotive, Marketing & Advertising

Practices: Competition, Antitrust & Foreign Investment, Product Liability & Regulation, Privacy & Data Protection