Candice Kloes expands BLG's Canadian consumer protection and advertising law team

Toronto (June 3, 2024) – Borden Ladner Gervais LLP (BLG) is pleased to welcome Candice Kloes as Counsel in the Competition & Foreign Investment Review group.

Candice brings over 16 years of legal experience in marketing and advertising law, providing strategic advice to clients across sectors, including food and beverage, telecommunications, hospitality and pharmaceuticals.

Candice's experience encompasses a range of consumer advertising and marketing related matters from product and service innovation to in-market execution, including creative and media agency agreements, product packaging and labelling, in-store and out-of-home advertising, French language laws, sponsorships and co-branding agreements, unfair competition, Canada's Anti-Spam Legislation (CASL) and more.

Candice has spent the last decade as in-house counsel advising some of the world's most recognized brands. Most recently, she acted a lead legal counsel and manager of the legal marketing and intellectual property team in Canada at one of the world's largest quick service restaurant companies, Restaurant Brands International Inc., providing strategic advice on all aspects of loyalty programs, offers, and major promotions and contests. In this role, Candice played an instrumental part in drafting contest rules, loyalty program terms and related offer terms for Tim Hortons Roll Up To Win ™, NHL Hockey Challenge and NHL Trading Cards programs – three cornerstone initiatives for the brand.

"Consumer protection and advertising issues are top of mind for many of our national and global clients, particularly given a rapidly shifting business and regulatory environment," said Subrata Bhattacharjee, National Chair of BLG's Competition & Foreign Investment Review group, "Candice brings a practical and client-centric approach to her advice that will be compelling to BLG's clients."

BLG's Competition & Foreign Investment Review group works with its clients to guide them to successful and efficient solutions to the often-complex, high-risk competition, regulatory and foreign investment law issues that they face in Canada.

For more information, please contact:

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