

George R. Wray

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Products Law
Municipal Liability
Cybersecurity Disputes
Automotive
Autonomous Vehicles
Contract Disputes
Transportation

George is a distinguished litigator and strategic advisor in product law, known for delivering sophisticated solutions to complex regulatory and risk management challenges. His clients–spanning sectors like automotive, life sciences and healthcare, food and beverage, natural health products, agri-business, medical devices, and emerging tech such as AI–rely on his insight to navigate high-stakes legal issues. From ensuring compliance in labeling and advertising to guiding through recalls and safety concerns, George's nuanced understanding of the law empowers clients to launch and sustain products in the Canadian market with confidence.

A recognized thought leader, George frequently speaks on the nexus of product safety, technology, innovation, and business. His forward-thinking approach—always asking "what's next?"—equips clients with innovative, proactive strategies to prevent and resolve critical business challenges. George's commitment to creative, business-aligned solutions gives BLG's clients a vital edge in today's evolving legal landscape.

In addition to his role at BLG, George co-chairs the firm's Indigenous Peoples Action Committee and serves as an Assistant Professor at Queen's University Faculty of Law, where he teaches "AI and the Law." His expertise has been recognized in the 2024 edition of *The Canadian Legal Lexpert Directory* (Litigation - Product Liability) and *Lexpert Special Edition: Technology and Health Sciences*.

Experience

- Advising worldwide distributor of caffeinated beverages re regulatory requirements in Canada.
- Advising various food companies on the development and sale of natural health products and food in Canada.
- Advising leading fashion and clothing company regarding the regulatory requirements and sale of products in Canada.
- Advising and leading various recalls for health and other consumer products with Health Canada.
- Advising life science and medical device companies looking to deploy AI-enabled products in Canada (*i.e*. Software as a Medical Device), including dermatological tools, robotic surgical equipment and remote medical monitoring.
- Counsel to a world leading agricultural manufacturer on autonomous equipment testing and AI utilization.
- Defending various automotive OEMs defending claims relating to airbags, timing chains, emissions systems, seatbelts and electrical and engine failures.
- Defending worldwide leading RV companies.
- Defending a world leading appliance and household good manufacture in various product related claims.
- Defending a sport wear and product company against the unauthorized sale of its products.
- Counsel to an international tobacco manufacturer regarding the deployment of various vapour and e-cigarette products and providing strategic advice concerning warnings and labelling.
- Defending a home products company regarding water coolers.
- Defending engineers and architects relating to building claims, including cold storage facilities.
- Defending municipalities in infrastructure and construction related claims.
- Defending boiler manufacturers for claims arising from property damage and personal injury.
- Defense of recreational vehicle manufacturer for claims arising from use of all-terrain vehicles.
- Defending power tool manufacturers for claims arising from the use of various products and tools.
- Defense of an international bottle manufacturer regarding wine bottles.
- Successfully defended a work boot manufacturer against design and manufacturing claims, including a successful application before the Workplace Safety and Insurance Appeal Tribunal.

Insights & Events

- Author, "AI in Canadian health care: From pilots to real-world implementation", BLG Article, July 2026
- Author, "Insurance Legal Ledger: BLG’s business insurance newsletter (Spring 2026)", BLG Article, June 2026
- Author, "Canada’s new AI for All strategy: A business outlook on AI governance, adoption, and data sovereignty", BLG Article, June 2026
- Author, "Health Canada’s evolving regulatory framework for machine learning-enabled medical devices", BLG Article, February 2025
- Author, "Fear not the black box: How responsible AI adoption can drive innovation and productivity", BLG Article, February 2025
- Author, "Artificial intelligence and shareholder meeting format in focus for Glass Lewis and ISS in 2025", BLG Article, December 2024
- Author, "Top considerations for your business use of GenAI: Five checklists for 2025", BLG Article, November 2024
- Author, "Enhancing oversight: Health Canada’s regulatory reform for drug and medical device recalls", BLG Article, September 2024

- Author, "Major changes are coming to Canadian competition law", BLG Article, December 2023
- Author, "A new consumer protection act is proposed for Ontario", BLG Article, November 2023
- Thought Starters, BLG Perspective, September 2023
- Author, "Navigating the maze of AI regulations: Tips for preparing your business compliance programs", BLG Article, July 2023
- Author, "Precision medicine in an AI world", BLG Article, June 2023
- Author, "The AIDA companion document: A roadmap for Canada's artificial intelligence law", BLG Article, March 2023
- Author, "Incoming changes to the Natural Health Products Regulations in Canada", BLG Article, July 2022
- Author, "Canada's Artificial Intelligence and Data Act: Impact for businesses", BLG Article, June 2022
- Author, "Regulating artificial intelligence: Preparing your business for the future", BLG Article, February 2022
- "Deals, disruptions and growth areas in the Americas Conference – Artificial Intelligence," International Bar Association, Miami, USA, December 2021
- 5 more insurance industry trends: Product recall, municipal, cargo and business interruption insurance, BLG Perspective, November 2021
- Speaker, "Artificial Intelligence and Product Liability: Catching up with the Future," International Consumer Product Health and Safety Organization," Webinar, October 2021
- Key legal and business issues facing the automotive sector: Shared mobility and Mobility as a Service (Maas), BLG Perspective, April 2021
- Author, "Artificial Intelligence and Product Liability: Catching up with the Future", BLG Article, March 2021
- Author, "Where is that feature featured: Addressing geographic product features and warnings", BLG Article, November 2020
- Author, "Ontario court addresses the issue of partial summary judgment", BLG Article, September 2020
- Author, "ONCA provides direction on use of AB settlement information at trial", BLG Article, June 2020

Beyond our Walls

Professional Involvement

- Member, Canadian Bar Association
- Member, Ontario Bar Association
- Member, American Bar Association
- Member, International Bar Association (IBA)
- Member, International Association of Defense Counsel (IADC)
- Member, Defense Research Institute (DRI)
- Member, Canadian Defense Lawyers
- Member, The Advocates' Society

Community Involvement

- Hockey Helps the Homeless

Awards & Recognition

- Recognized in the 2027 edition of Chambers Canada (Litigation: Product Liability (Nationwide))

- Recognized in the 2026 edition of *The Canadian Legal Lexpert Directory* (Personal Injury) and since 2025 (Litigation - Product Liability)
- Recognized in the 2025 edition (and since 2024) of *Lexpert Special Edition: Technology*
- Recognized in the 2026 and 2024 editions of *Lexpert Special Edition: Health Sciences*
- Recognized in the 2025 edition (and since 2024) of *Lexpert Special Edition: Litigation.*
- Mildred K. Walters Academic Award, Queen's University, 2005
- Reuben Wells Leonard Prize in Aboriginal Law, Queen's University, 2005
- R.W. Leonard Prize in Immigration and Refugee Law, Queen's University, 2005
- Fraser Milner Casgrain Award, Queen's University, 2005
- J.S.D. Tory Writing Award, Queen's University, 2005
- George M. Hood (SC'43) Award, Queen's University, 2005
- Elwin and Beverly Derbyshire Academic Achievement Award, Queen's University, 2005
- Cassels Brock & Blackwell Award in Constitutional Law and Human Rights, Queen's University, 2005
- Sabbath Prize in Comparative Constitutional Law, Queen's University, 2005
- Chief Justice McRuer Essay Prize, Queen's University, 2005

Bar Admission & Education

- Ontario, 2006

- LLM, University of Toronto, 2007
- LLB, Queen's University, 2005
- MA, Queen's University, 2001
- BA (Hons.), Queen's University, 2000

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As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

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