

Candice Kloes

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Competition/Antitrust and Foreign Investment
Advertising & Marketing
Consumer Goods
Intellectual Property

Candice is a seasoned lawyer specializing in advertising, consumer protection, and regulatory law. With a unique combination of hands-on brand experience and sharp legal insight, she offers strategic, practical solutions that help businesses innovate, build strong customer relationships, and navigate the ever-changing regulatory environment.

Her expertise spans a wide range of industries, including food and beverage, alcohol, apparel, consumer goods, pet food and products, veterinary health, financial services, and more. Candice frequently advises clients on matters such as product labeling, advertising and marketing campaigns, pricing, contests, sponsorships, influencer marketing, greenwashing, loyalty programs, advertising to children, e-commerce, French language laws, unfair competition, Canada's Anti-Spam Legislation (CASL), and supply and distribution agreements. She also represents clients in complex cases before the Canadian Competition Bureau and Ad Standards Canada.

With over a decade of experience as in-house counsel for some of the world's most renowned brands, Candice excels at simplifying legal complexities and guiding clients through the development of legally compliant strategies that minimize risk.

Whether handling high-profile brand partnerships or providing insightful legal commentary, Candice's proven track record demonstrates her ability to protect and enhance her clients' interests, even in the face of a dynamic and evolving market.

Experience

- Umios Corporation as lead counsel in its announced acquisition of High Liner Foods Incorporated pursuant to a plan of arrangement under the *Companies Act* (Nova Scotia) in a transaction valued at C$1.3 billion.

Insights & Events

- Author, "AI transparency: The Competition Bureau weighs in", BLG Article, October 2026
- Author, "Navigating ambush marketing laws in Canada", BLG Article, April 2026
- Author, "When regulators shake hands: The CFIA–China food safety MOU", BLG Article, January 2026
- Author, "Proposed amendments to Canada's greenwashing rules", BLG Article, January 2026
- Author, "Canada's new trade landscape: Legal and compliance imperatives in Federal Budget 2025", BLG Article, November 2025
- Author, "Greenwashing rules may get a makeover in Canada's 2025 budget", BLG Article, November 2025
- Author, "Trust me, I'm an influencer: An overview of influencer marketing in Canada", BLG Article, July 2025
- Author, "Canada's greenwashing crackdown: New guidelines & private right of action", BLG Article, July 2025
- Author, "Playing by the rules: Key insights for promotional contests in Canada", BLG Article, May 2025
- Author, "Discount Deception: Demystifying Ordinary Selling Price Claims under the Canadian Competition Act", BLG Article, May 2025
- Author, "Mandatory front-of-package labelling compliance by 2026 — Are you prepared?", BLG Article, May 2025
- Author, "Navigating changes to Canada's competition & foreign investment laws amid economic uncertainty", BLG Article, March 2025
- Author, ""Political Advertising" rules for Ontario and federal elections", BLG Article, February 2025
- Author, "(Country of) origin story: Navigating country of origin claims in Canada and at the U.S. border", BLG Article, February 2025
- Author, "Product of Canada vs Made in Canada: What are the requirements for Canadian country of origin claims?", BLG Article, February 2025
- Author, "New proposed guidelines regarding environmental claims - Canada's Competition Bureau holds a public consultation", BLG Article, January 2025
- Author, "The CSA has competition: The Competition Act introduces new prohibitions on misleading environmental claims", BLG Article, July 2024
- Author, "False advertising and greenwashing: Bill C-59 changes to Competition Act", BLG Article, July 2024
- Speaker, Canadian Institute Ad Law Conference, 2024
- Co-Chair & Speaker at Canadian Institute Ad Law Conference, 2023

Beyond Our Walls

Professional Involvement

- Member, Ad Standards Canada Council

Awards & Recognition

- Recognized in the 2027 edition of *The Best Lawyers in Canada* (Advertising & Marketing Law)
- Recognized in the 2027 edition of *Chambers Canada* (Advertising & Marketing (Nationwide - Canada))
- Recognized in the 2026 edition of *The Canadian Legal Lexpert Directory* (Advertising & Marketing Law)

Bar Admission & Education

- Ontario, 2022
- South Africa, 2008

- LLB, University of Pretoria, 2006

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