



George R. Wray

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[Product Liability](#)
[Professional Negligence](#)
[Municipal Liability](#)
[Cybersecurity Disputes](#)
[Automotive](#)
[Autonomous Vehicles](#)
[Contract Disputes](#)
[Transportation](#)

An experienced litigator in all aspects of products law, George brings deep understanding of risk and regulatory concerns for designers, manufacturers, importers and distributors of products across various industry sectors. From automobiles to consumer and industrial products and software, BLG's client trust George's practical approach to litigation to handle the most complex and challenging of cases. His business-orientated approach to helping clients navigate risks relating to their products goes beyond litigation, and includes strategic advice regarding product warnings, labelling, advertising as well as safety issues and recalls, including regulatory concerns and investigations and proceedings by statutory and regulatory bodies. He has both jury and non-jury trial experience.

George also defends architects and engineers in various construction related claims. He also regularly defends municipalities in infrastructure related claims, including roadway design and maintenance. A recognized thought-leader and speaker on topics at the intersection of technology, innovation, business and law – think autonomous systems, artificial intelligence, and the Internet of Things - George's "what's next" approach to the law and risk management provides his clients with creative forward-thinking advice helping them to avoid and solve the small and big problems facing their business.

Experience

- 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 manufacturer 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

- Regulating artificial intelligence: Preparing your business for the future
- “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
- 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)
- Artificial Intelligence and Product Liability: Catching up with the Future
- Where is that feature featured: Addressing geographic product features and warnings
- Ontario court addresses the issue of partial summary judgment
- ONCA provides direction on use of AB settlement information at trial
- The Sensor: The future of farming — Autonomous agriculture
- The Sensor: Mobility-as-a-Service & Smart Infrastructure: A New Risk Paradigm
- The Sensor: Lingua Vehiculum: The competition for connected car communication
- Stop Here, Not There: Supreme Court Refuses Leave to Appeal in Two Roadway Repair Cases that are Seemingly at Odds
- Author, “Product Liability: DRI Compendium of Warning, Instructions, Recalls: Canada: Pre-Sale,” April 2019.
- The Sensor: The State of insurance and autonomous vehicles in Ontario
- Quoted, “Confusion about municipal obligations emerges” in Law Times, November 12, 2018.
- Stop Here, Not There: Court Of Appeal Comes To Seemingly Different Conclusions In Two Strikingly Similar Roadway Repair Cases
- Speaker, “Autonomous Vehicles and Emerging Technologies and Protecting against Cyber Breaches,” RIMS Canada Conference, September 2018.
- Destructive Testing Marks Start Of Two year Limitation Period In Product Claim
- Soccer Violence And The Occupiers’ Liability Act
- Municipality Slides Away from Liability... Again
- The Sensor: The Connected City — Autonomous and Connected Vehicles and the Future of Living
- • Speaker, ““Legal Insights: Autonomous Vehicles and Municipalities,” Convergence Cambridge, May 2, 2018.
- Limitation Period Reconsidered For Failure to Appropriately Insure

- Beware Of Limitation Defences On Duty To Defend Application: Enforcing The Insurance Covenant

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 & Recognitions

- 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 725 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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