



Candice Kloes

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[Competition & Foreign Investment Review](#)

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Candice is an experienced lawyer focused on advertising and marketing law, bringing a unique perspective when helping clients navigate increasingly complex legal issues.

Having spent the last decade as in-house counsel advising some of the world's most famous brands, Candice is well versed in helping clients understand legal issues and guiding the implementation of strategies that are legally compliant and minimize risk.

Candice's experience encompasses the breadth of consumer advertising and marketing related matters, from product and service innovation to in-market execution, including, but not limited to, 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.

Insights & Events

- 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

Bar Admission & Education

- Ontario, 2022
- South Africa, 2008

- LLB, University of Pretoria, 2006

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