



Paul-Erik Veel  
416-865-2842  
pveel@litigate.com

January 17, 2024

# Managing Class Actions Affecting Canadian Advertising and Marketing

Paul-Erik Veel was invited to share his expertise at the Canadian Institute's 30th Annual Advertising and Marketing Law Conference. Paul-Erik discussed *Rebuck v Ford*, one of Canada's most groundbreaking advertising cases, and *Drynan v Bausch Health Companies Inc.* In addition, Paul-Erik provided insights into defining deceptive advertising, how it can develop into a class-action lawsuit, as well as requirements for certifying an advertising and marketing class-action lawsuit.

Continue reading:

<https://www.canadianinstitute.com/advertising-marketing-law/>