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A Guide for Successfully Defending Advertising Class Actions â€" Examining False or Misleading Claims Under the Competition Act

Paul-Erik Veel was invited to share his expertise at the Canadian Institute's Advertising Law Conference. Paul-Erik will discuss *Rebuck v Ford*, one of Canada's most groundbreaking advertising cases. He also provided insights on how this case has changed the Canadian advertising and marketing law class action landscape.

Continue reading:
https://www.canadianinstitute.com/advertising-marketing-law/agenda/a-guide-for-successfully-defending-advertising-class-actions-examining-false-or-misleading-claims-under-the-competition-act/

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