



## Candice Kloes

### Counsel

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[Competition/Antitrust and Foreign  
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[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.

## Insights & Events

- 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

## Bar Admission & Education

- Ontario, 2022
- South Africa, 2008
- LLB, University of Pretoria, 2006

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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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