Burtley Francis

Partner



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Language(s) spoken: English

Bar Admission(s): Nova Scotia, 2008

Legal Assistant(s): Cynthia Robicheau

Burtley's clients range from owner managed businesses to larger private/public companies and are found in industries as diverse as telecommunications, manufacturing, information technology and entertainment. Some examples of how he has helped his clients are:

- The acquisition by Sobeys of the assets of Canada Safeway for approximately $5.8 billion.
- The sale leaseback transaction between Sobeys and Crombie REIT with respect to 70 properties and proceeds of approximately $990 million.
- Corporate Restructuring – re-organizing their business by implementing a more tax-efficient share structure and coordinating amalgamations and dissolutions involving companies in multiple jurisdictions.
- Purchase/Sale of Businesses – assisting with both asset and share transactions including a $75 million sale of a telecommunications customer support centre.
- Commercial Financing – assisting in various credit financing arrangements including a credit financing of a telecommunications company worth approximately $30 million.
- Advertising and Marketing Compliance – providing advice on regulatory compliance of advertising and marketing campaigns, contests and promotions.

Practice Areas

Commercial Transactions/Agreements
Competition
Corporate Formation/Reorganization

Intellectual Property
Media, Advertising & Marketing
Privacy

Education & Career

Education

Dalhousie University, LL.B., 2007
University of Ottawa, B.Sc. (honours), 2004

Activities

Member, Canadian Bar Association
Member, board of governors, Mount Saint Vincent University, 2018 – 2021
Co-chair, Stewart McKelvey students committee, 2018 – present
Council member, Advertising Standards Canada, 2018 – present
Member, student recruitment committee, Stewart McKelvey, 2017 – present
Member, diversity & inclusion committee, Stewart McKelvey, 2016 – present
Member, board of directors, Black Business Initiative, 2014 – present

Accolades

Lexpert Magazine's 'Rising Stars: Leading Lawyers Under 40', 2022
Lexpert rating: Advertising & Marketing Law, 2022
Lexpert rating: Corporate Commercial Law, 2022-2023
Lexpert rating: Competition Law, 2021 – 2022
Lexpert rating: Franchise Law, 2021

Thought Leadership

Changes to Canada's *Competition Act* coming into effect this summer: a primer on recent amendments impacting Canadian businesses
April 13, 2023

Proposed extension of time limits under various legislation may create significant disruption to foreign investments
May 29, 2020

Enhanced scrutiny of foreign investments during COVID-19
April 24, 2020

Competition compliance risks during the COVID-19 crisis: Increased scrutiny of price-gouging and business collaboration
April 18, 2020

Bye, Bye Canadian P.I.?: What Apple's fight against the FBI means for the protection of Personal Information in Canada
February 23, 2016

Left Sharks and Copy Cats: The Super Bowl's Impact on Protecting a Brand
February 05, 2016

Presentations

Panelist, "Equity, Diversity and Inclusion in Advertising", Canadian Bar Association / Consumer Protection Committee of the American Bar Association Antitrust Law Section session
February 08, 2022

Co-presenter, "Step-by-Step Guide to Creating the Perfect Compliance Program" The Canadian Institute 24th Advertising & Marketing Law Conference
January 22, 2018

Co-presenter, "Get Ready for Anti-Spam" Stewart McKelvey Halifax
February 01, 2014

Co-presenter, "Personal Property Security Act – Fundamentals" Stewart McKelvey Moncton
June 01, 2010