

## **Ad Standards' Ad Dispute Adjudication Panel**

### **Register of Lawyers Application Form**

#### **BACKGROUND**

Ad Standards administers an informal dispute resolution process to resolve competitive disputes. The objective is to provide a mechanism to resolve advertising disputes between advertisers that might otherwise lead to litigation. The system is designed to obviate the need for expensive and time-consuming court actions.

A key component of the process is the Ad Dispute Adjudication Panel (Ad Dispute Panel). This three-person Ad Dispute Panel is chaired by a lawyer experienced in the area of advertising and marketing law in Canada, who has been selected from a Register of qualified lawyers maintained by Ad Standards. The other two members of the Ad Dispute Panel are senior industry volunteers drawn from the advertiser, communication agency, or media sectors, and may include in-house counsel. Ad Standards ensures that members of the Panel have no conflicts with the Complainant Advertiser or the Defendant advertiser.

The Ad Dispute Panel meets, in the absence of the two parties, to review the complaint, the advertising, and any submissions/replies and, after applying the provisions of the *Canadian Code of Advertising Standards* arrives at a decision. Decisions are reached by a simple majority. The chair is responsible for writing the decision, which must be approved by the other panelists.

In recognition of the effort required, the chair will be entitled to a writing fee of \$3500. The other panelists volunteer their time to support the self-regulatory process.

#### **INCLUSION ON REGISTER OF LAWYERS**

Any legal practitioner who has been accepted by Ad Standards is included in the Register of Lawyers and has the opportunity of being selected as chair of an Ad Dispute Panel.

#### **HOW TO APPLY**

Applications for inclusion on the Register of Lawyers may be made at any time by completing and signing the attached Application Form and returning it to Ad Standards. A separate application should be completed for each legal practitioner seeking to be named in the Register of Lawyers. Completed applications may be emailed to [Catherine.Bate@adstandards.ca](mailto:Catherine.Bate@adstandards.ca)

**Application for Inclusion on the Register of Lawyers – Ad Dispute Panel**

Full name of Applicant:

Name of firm (if any):

Current professional title:

Current area(s) of practice:

Jurisdiction in which applicant holds current valid licence to practice:

Contact Information:

I, the Applicant named above, certify that:

- (a) I hold a current valid licence to practice law in one or more provinces/territories in Canada;
- (b) I have been engaged in the practice of law on a full-time basis (or part-time equivalent) for at least five (5) years; and
- (c) I have experience and expertise in the areas of advertising and marketing law and have worked in this area of law for a minimum of five (5) years; and

I acknowledge that:

- (d) if accepted for listing in the Register of Lawyers, I may be selected as a member of the Ad Dispute Panel;
- (e) if selected as a member of the Ad Dispute Panel I must disclose whether I have a conflict with either party, and if so, cannot serve on the Ad Dispute Panel for the complaint.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Date