

## Burtley Francis, K.C.

### Partner

---



Queen's Marquee

600-1741 Lower Water Street

Halifax, N.S.

B3J 0J2

Phone: +1.902.444.1714

Fax: +1.902.420.1417

[bfrancis@stewartmckelvey.com](mailto:bfrancis@stewartmckelvey.com)

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

King's Counsel, 2024  
Lexpert Magazine's 'Rising Stars: Leading Lawyers Under 40', 2022  
Lexpert rating: Advertising & Marketing Law, 2022, 2024  
Lexpert rating: Corporate Commercial Law, 2022-2024  
Lexpert rating: Competition Law, 2021 – 2022  
Lexpert rating: Franchise Law, 2021

## Thought Leadership

---

Changing the rules again: Another round of changes impacting Canada's *Competition Act*  
[August 14, 2024](#)

Anticipating changes to the *Competition Act*: what businesses need to know  
[November 01, 2023](#)

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