



MELISSA TEHRANI


Partner

Speaks: English, French

Year of Call: 2012 - Ontario

Year of Call: 2010 - Quebec

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Primary office: Montréal

Melissa Tehrani

Melissa Tehrani is a partner at Gowling WLG's Montréal office. She practises in the area of advertising, marketing and regulatory law. Her practice covers a range of commercial issues with particular emphasis on e-commerce law, consumer protection law, consumer-

oriented financial products and agreements, class actions, social media legal issues and Québec language laws.

She advises national and international corporations in the e-commerce, retail, financial services, automotive and telecom industries with respect to their provincial and federal legal obligations. Her main areas of practice include ad copy reviews and pre-approvals for digital media, T.V., radio, print and social media; sponsorship agreements; contests and promotions design and review; class action litigation; packaging and labelling; children’s advertising; ACTRA and UDA issues; French language requirements; and privacy law.

Melissa has co-authored the Canadian chapter of the leading international book “International Advertising Law” published by Wolters Kluwer and is also a contributing author of the leading Canadian textbook, “Advertising and Marketing Law in Canada”, published by LexisNexis. She is a recurring speaker at LEXPERT’s annual Advertising and Marketing Law and Social Media Law conferences. She is the co-editor of Gowling WLG's AdBytes Advertising & Product Regulatory publication, and is a frequent contributor to AdBytes.

During law school, she attended the Université de Lumière – Lyon II in France and interned at Concordia University’s Legal Information Clinic. Melissa joined the firm in 2009 as a law student and continued on as an articling student. She practises in English and French and is proficient in Italian.

Expertise

Automotive

Advertising & Product Regulatory

IP Litigation & Strategy

Banking Litigation

Canada's Anti-Spam Legislation (CASL)

Intellectual Property

Cyber Security & Data Protection Law

Class Actions

Career & Recognition

2013

May

Starbucks International Excellence in Diversity Award

2012

Year of Call, Ontario

2010

Year of Call, Quebec

2009

Queen's University, JD

2008

University of Montréal, LLB

Memberships

- Canadian Bar Association
- Law Society of Upper Canada
- Member, Young McCord Council
- Young Bar Association of Montréal