Québec's new language law changes
Action checklist for compliance

Trademark compliance review

☐ **Inventory all trademarks** used in Québec operations and identify high-risk compliance gaps

☐ **Identify generic/descriptive elements** (words like "restaurant"," "services", "premium") **and review if excluded elements form part of the name of the product as sold** or another exception

☐ **Start translation process** for key trademarks with descriptive or generic terms

☐ **Update brand guidelines** to reflect new requirements

☐ **Review product labeling and packaging** for compliance

Signage updates

☐ **Identify all exterior signage** to ensure French is markedly predominant

☐ **Review internal public-facing signs** (directories, promotional displays)

☐ **Photograph compliant signage** for records

Advertising & marketing

☐ **Audit current advertising campaigns** (print, digital)

☐ **Review website content** targeting Québec customers

☐ **Check social media graphics and posts**

☐ **Update marketing templates** with compliant trademark usage

☐ **Train team** on new compliance requirements with tips on choosing trademarks going forward