



George R. Wray

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George is a distinguished litigator and strategic advisor in product law, known for delivering sophisticated solutions to complex regulatory and risk management challenges. His clients—spanning sectors like automotive, life sciences and healthcare, food and beverage, natural health products, agri-business, medical devices, and emerging tech such as AI—rely on his insight to navigate high-stakes legal issues. From ensuring compliance in labeling and advertising to guiding through recalls and safety concerns, George’s nuanced understanding of the law empowers clients to launch and sustain products in the Canadian market with confidence.

A recognized thought leader, George frequently speaks on the nexus of product safety, technology, innovation, and business. His forward-thinking approach—always asking “what’s next?”—equips clients with innovative, proactive strategies to prevent and resolve critical business challenges. George’s commitment to creative, business-aligned solutions gives BLG’s clients a vital edge in today’s evolving legal landscape.

In addition to his role at BLG, George co-chairs the firm’s Indigenous Peoples Action Committee and serves as an Assistant Professor at Queen’s University Faculty of Law, where he teaches “AI and the Law.” His expertise has been recognized in the 2024 edition of *The Canadian Legal Lexpert Directory* (Litigation - Product Liability) and *Lexpert Special Edition: Technology and Health Sciences*.

Experience

- Advising worldwide distributor of caffeinated beverages re regulatory requirements in Canada.
- Advising various food companies on the development and sale of natural health products and food in Canada.
- Advising leading fashion and clothing company regarding the regulatory requirements and sale of products in Canada.
- Advising and leading various recalls for health and other consumer products with Health Canada.
- Advising life science and medical device companies looking to deploy AI-enabled products in Canada (i.e. Software as a Medical Device), including dermatological tools, robotic surgical equipment and remote medical monitoring.
- Counsel to a world leading agricultural manufacturer on autonomous equipment testing and AI utilization.
- Defending various automotive OEMs defending claims relating to airbags, timing chains, emissions systems, seatbelts and electrical and engine failures.
- Defending worldwide leading RV companies.
- Defending a world leading appliance and household good manufacture in various product related claims.
- Defending a sport wear and product company against the unauthorized sale of its products.
- Counsel to an international tobacco manufacturer regarding the deployment of various vapour and e-cigarette products and providing strategic advice concerning warnings and labelling.
- Defending a home products company regarding water coolers.
- Defending engineers and architects relating to building claims, including cold storage facilities.
- Defending municipalities in infrastructure and construction related claims.
- Defending boiler manufacturers for claims arising from property damage and personal injury.
- Defense of recreational vehicle manufacturer for claims arising from use of all-terrain vehicles.
- Defending power tool manufacturers for claims arising from the use of various products and tools.
- Defense of an international bottle manufacturer regarding wine bottles.
- Successfully defended a work boot manufacturer against design and manufacturing claims, including a successful application before the Workplace Safety and Insurance Appeal Tribunal.

Insights & Events

- Auteur, « Health Canada's evolving regulatory framework for machine learning-enabled medical devices », article de BLG, février 2025
- Auteur, « Dompter la bête : stimuler l'innovation et la productivité grâce à l'adoption responsable de l'IA », article de BLG, février 2025
- Auteur, « Artificial intelligence and shareholder meeting format in focus for Glass Lewis and ISS in 2025 », article de BLG, décembre 2024
- Auteur, « Cinq pistes de réflexion sur le recours à l'IA générative en entreprise en 2025 », article de BLG, novembre 2024
- Auteur, « Enhancing oversight: Health Canada's regulatory reform for drug and medical device recalls », article de BLG, septembre 2024
- Auteur, « Refonte du droit canadien de la concurrence », article de BLG, décembre 2023
- Auteur, « A new consumer protection act is proposed for Ontario », article de BLG, novembre 2023
- Pistes de réflexion, points de vue de BLG, septembre 2023
- Auteur, « Navigating the maze of AI regulations: Tips for preparing your business compliance programs », article de BLG, juillet 2023

- Auteur, « Precision medicine in an AI world », article de BLG, juin 2023
- Auteur, « Le document complémentaire relatif à la LIAD : une feuille de route pour la loi canadienne sur l'intelligence artificielle », article de BLG, mars 2023
- Auteur, « Incoming changes to the Natural Health Products Regulations in Canada », article de BLG, juillet 2022
- Auteur, « Loi canadienne sur l'intelligence artificielle et les données: Impact pour les entreprises », article de BLG, juin 2022
- Auteur, « Regulating artificial intelligence: Preparing your business for the future », article de BLG, février 2022
- "Deals, disruptions and growth areas in the Americas Conference – Artificial Intelligence," International Bar Association, Miami, USA, December 2021
- Cinq autres tendances du secteur des assurances : assurance rappel de produits, municipale, cargaison et des pertes d'exploitation et situation au Québec, points de vue de BLG, novembre 2021
- Speaker, "Artificial Intelligence and Product Liability: Catching up with the Future," International Consumer Product Health and Safety Organization," Webinar, October 2021
- Mobilité-service dans l'industrie automobile, points de vue de BLG, avril 2021
- Auteur, « Artificial Intelligence and Product Liability: Catching up with the Future », article de BLG, mars 2021
- Auteur, « Where is that feature featured: Addressing geographic product features and warnings », article de BLG, novembre 2020
- Auteur, « Ontario court addresses the issue of partial summary judgment », article de BLG, septembre 2020
- Auteur, « ONCA provides direction on use of AB settlement information at trial », article de BLG, juin 2020
- Sur le radar : L'avenir du secteur agricole — Autonomous Agriculture, points de vue de BLG, mars 2020
- Sur le radar : Mobilité-service et infrastructures intelligentes : un nouveau paradigme de risque, points de vue de BLG, février 2020
- Sur le radar : Lingua Vehiculum : quelle langue les véhicules connectés parleront-ils?, points de vue de BLG, octobre 2019

Beyond our Walls

Professional Involvement

- Member, Canadian Bar Association
- Member, Ontario Bar Association
- Member, American Bar Association
- Member, International Bar Association (IBA)
- Member, International Association of Defense Counsel (IADC)
- Member, Defense Research Institute (DRI)
- Member, Canadian Defense Lawyers
- Member, The Advocates' Society

Community Involvement

- Hockey Helps the Homeless

Awards & Recognition

- Recognized in the 2025 edition of *The Canadian Legal Lexpert Directory* (Litigation - Product Liability)
- Recognized in the 2025 edition (and since 2024) of *Lexpert Special Edition: Technology*
- Recognized in the 2024 edition of *Lexpert Special Edition: Health Sciences*
- Recognized in the 2024 edition of *Lexpert Special Edition: Litigation*.
- Mildred K. Walters Academic Award, Queen's University, 2005
- Reuben Wells Leonard Prize in Aboriginal Law, Queen's University, 2005
- R.W. Leonard Prize in Immigration and Refugee Law, Queen's University, 2005
- Fraser Milner Casgrain Award, Queen's University, 2005
- J.S.D. Tory Writing Award, Queen's University, 2005
- George M. Hood (SC'43) Award, Queen's University, 2005
- Elwin and Beverly Derbyshire Academic Achievement Award, Queen's University, 2005
- Cassels Brock & Blackwell Award in Constitutional Law and Human Rights, Queen's University, 2005
- Sabbath Prize in Comparative Constitutional Law, Queen's University, 2005
- Chief Justice McRuer Essay Prize, Queen's University, 2005

Bar Admission & Education

- Ontario, 2006
- LLM, Université de Toronto, 2007
- LLB, Université Queen's, 2005
- MA, Université Queen's, 2001
- BA (Hons.), Université Queen's, 2000

BLG | Vos avocats au Canada

Borden Ladner Gervais S.E.N.C.R.L., S.R.L. (BLG) est le plus grand cabinet d'avocats canadien véritablement multiservices. À ce titre, il offre des conseils juridiques pratiques à des clients d'ici et d'ailleurs dans plus de domaines et de secteurs que tout autre cabinet canadien. Comptant plus de 725 avocats, agents de propriété intellectuelle et autres professionnels, BLG répond aux besoins juridiques d'entreprises et d'institutions au pays comme à l'étranger pour ce qui touche les fusions et acquisitions, les marchés financiers, les différends et le financement ou encore l'enregistrement de brevets et de marques de commerce.

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