

Devin A. Persaud

Partner

Toronto

OFFICE

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Industries & Expertise

INDUSTRIES

Environmental | Franchising & Distribution |
Entertainment and Media | Retail |
Transportation & Logistics

EXPERTISE

Mergers & Acquisitions | Sports | Competition,
Antitrust & Foreign Investment Group |
Marketing, Advertising & Product Compliance |
Startup, Emerging Companies and Venture
Capital

Biography

BAR ADMISSION

Ontario, 2015

EDUCATION

- Secondments at Royal Bank of Canada, 407 ETR, Loblaw Companies Limited

Devin focuses in Canadian competition, antitrust, foreign investment, marketing, transportation, digital broadcasting, and corporate compliance law. He has worked on landmark cases under the Competition Act and the Investment Canada Act, advising clients across a broad range of industries. He has also aided startup and emerging tech companies in setting up operations in Canada. Devin's practical, straightforward approach makes complex legal matters accessible, and his client base ranges from large corporations to small family-

owned businesses. Devin is dedicated to delivering tailored solutions for clients that align with their holistic needs.

An engaging speaker and thought leader, Devin's impact extends beyond legal practice. Devin has been a strong advocate for equity, diversity, and inclusion in the legal community. As the President of the South Asian Bar Association, he has dedicated himself not only to engaging members of the South Asian Bar and newcomer communities, but also to inspiring a new generation of leaders. He was also an instrumental part of organizing the 2024 SABA North America conference, held in Toronto for the first time.

Devin is a visionary legal leader and a pillar of the Canadian legal community. For his efforts, Devin was one of the youngest recipients of the 2019 Lexpert Zenith Award – celebrating Change Agents in Law. In 2020 Devin was also a recipient of the FACL Young Lawyer of the Year Award, and was a 2022 recipient of the Precedent Setter Award. Devin also received the Toronto Lawyer's Association Emerging Lawyer Award, was a 2023 Rising Star Award Winner for SABA North America, and was named 2024's Best Lawyers "Ones to Watch" in Competition/Antitrust Law and Corporate Law. In 2024 Devin was honoured as one of Canadian Lawyer's Top 25 Most Influential Lawyers in Canada.

Industry involvement

Recognition

- Best Lawyers, Ones to Watch – Competition/Antitrust Law, 2024-2025; Corporate Law, 2024-2025
- Recognized as a Changemaker in the Canadian Lawyer Magazine's Top 25 Most Influential Lawyers for 2024
- South Asian Bar Association of North America Rising Star Award, 2023
- Toronto Lawyer's Association, Emerging Excellence Award, 2023
- Precedent Setter Award, 2022
- FACL Young Lawyer of the Year Award, 2020
- Lexpert Zenith Award, 2019

Thought leadership

- Co-Chair, 2024 SABA North America Conference held for the first time in Toronto
- Speaker, National General Counsel Network Summit, The Fight for DEI
- Speaker, Emerging Issues in Marketing and Advertising Law, Canadian Bar Association
- Speaker, What's Now in Antitrust: Regulator Priorities, Non-Competes, and Wage Fixing
- Speaker, Navigating Developments in Canadian Competition Law
- Chair, SABA Gala, 2018, 2022-2023
- Organizer, Pro Bono Ontario – SABA Volunteer Week
- Speaker, HRLSC/Osgoode: From Classroom to Case Law: Human Rights Experiential Learning

Notable matters

- Advise on all regulatory advice to Servus and connectFirst credit unions merger, the largest merger in Canadian credit union history.
- Advise on Competition and Foreign Investment advice to Tricon Residential Inc. (TCN) in its \$3.5B plan of arrangement with Blackstone Real Estate.
- Advise Rogers Communications on regulatory aspects of its \$20.5B acquisition of Shaw Communications, the largest telecommunications merger in Canadian history
- Advise WestJet Airlines in its acquisition of Sunwing Vacations, notably including clearances under the Competition Act and Canada Transportation Act
- Advise Loblaw Company Limited and George Weston Limited in criminal, immunity, civil proceedings, and corporate compliance arising from bread price fixing investigation.
- Advise Parrish & Heimbecker in its successful defence of the Competition Bureau's challenge of its acquisition of certain grain elevators from Louis Dreyfus Company
- Advise Netflix, Inc. on all regulatory aspects of the establishment of its Canadian service and its subsequent \$500 million Canadian production investment and establishment of Netflix Canada.
- Advise Thane Inc. on negotiated settlement with the Competition Bureau for violation of marketing and performance claims laws.
- Advise Northview Apartment Real Estate Investment Trust in its \$4.9B sale to Starlight Group Property Holdings Inc. and KingSett Capital Inc.
- Advise PayBright Inc., one of Canada's leading buy-now-pay-later providers, in connection with its \$340 million acquisition by Affirm, Inc., a leading U.S.-based "buy now, pay later" platform.
- Advise CanniMed Therapeutics Inc. in its \$1.1B acquisition by Aurora Cannabis Inc.
- Advise AmeriPride Services Inc. in its \$1B acquisition by Aramark.
- Advise Cabela's Incorporated in its \$5.5B acquisition by Bass Pro Shops.

Community roles

- President, South Asian Bar Association of Toronto
- Past VP Membership, SABA North America
- Founding Member, SABA Racial Justice Task Force
- Former Chair, CBA Marketing Practices Committee
- Member, RODA
- Member, OBA BIPOC Caucus
- Member, Equity Advisory Group – Law Society of Ontario
- Chair, SABA North America Antitrust Section
- Member, Competition Committee Business at the OECD (BIAC)

- Founder, Malvern Youth Recognizing Our Opportunities to Succeed (MY ROOTS)

Memberships & affiliations

- South Asian Bar Association of Toronto
- SABA North America
- Canadian Bar Association
- American Bar Association
- Roundtable of Diversity Associations (RODA)
- Competition Committee Business at the OECD (BIAC)
- Equity Advisory Group – Law Society of Ontario