

Jaclyne Reive

Partner

Toronto

OFFICE

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Industries & Expertise

INDUSTRIES

Agribusiness & Food Production | Automotive |
Health | Life Sciences | Transportation &
Logistics

EXPERTISE

Corporate Law | Marketing, Advertising &
Product Compliance | Mergers & Acquisitions |
Global Trade and Customs | Privacy and
Cybersecurity

Biography

BAR ADMISSION

Ontario, 2015

EDUCATION

- J.D., University of Windsor, 2014
- University of Leicester – Study Abroad Program, 2013
- B.A. (hon. Spec.), Western University, 2011

LANGUAGES SPOKEN

English, French

Jaclyne is a corporate, commercial, and regulatory lawyer working with a wide range of clients in the transportation and logistics industry, as well as in product regulatory, marketing and advertising space. As part of her M&A practice, Jaclyne offers legal support for acquisitions and restructurings including the expansion of foreign-based companies' operations into Canada. She also advises on various commercial and regulatory matters such as food safety, cannabis, pharmaceuticals, medical devices, cosmetics and natural health products, import/export, customs, transportation of dangerous goods, and privacy and anti-spam laws. In addition to negotiating commercial contracts for these industries, her practice also includes compliance advice in the marketing and advertising space, including consumer protection matters, product classification and label reviews, as well as reviews of contests, promotions, and advertising campaign. She works with companies at all stages, from initial start-up and capitalization to the development and protection of long-standing businesses.

Jaclyne is co-lead of the Transportation & Logistics group as well as the Marketing, Advertising & Product Compliance group. She is also regularly involved in community and industry activities, including as current President of the Canadian Transport Lawyers' Association, the firm's Primary Contact for the Global Advertising Lawyers Association, Co-Chair of the Transportation Lawyers Association (US) Motor Carrier Committee and the firm's NextGen contact for Multilaw. She also acts as corporate counsel for a not-for-profit special needs hockey club and has previously been a board member of the Centre for Addiction and Mental Health (CAMH) Research Ethics Board.

Being actively involved in legal associations and recognized for her deep knowledge of transportation law and advertising, marketing and product compliance law, Jaclyne is a trusted figure in her field. She has received numerous accolades and has participated as panel moderator, author/contributor and speaker for various seminars and industry organizations.

Industry involvement

Recognition

- Lexpert Special Edition – Infrastructure, 2025
- *The Best Lawyers in Canada* – Transportation Law, 2022-2026
- *Chambers Canada*, Nationwide – Transportation: Rail & Road, 2023-2026; Advertising Law (Up and Coming), 2025-2026
- *The Canadian Legal Lexpert Directory* – Transportation (Road and Rail), 2022 – 2025

Community roles

- MultiLaw – Next-Gen Lawyers Group, Chair of North America, 2025- Present
- Transportation Lawyers' Association – Co-Chair, Motor Carrier Committee – April 2023 – Present
- Corporate counsel for a not-for-profit special needs hockey club

- Board Member – The Centre for Addiction and Mental Health (CAMH) Research Ethics Board, 2019-2024

Corporate directorships

- Immediate Past President, Canadian Transport Lawyers' Association, September 2025 – Present
- President, Canadian Transport Lawyers' Association, November 2024-September 2025
- Board Member and Executive Officer, Canadian Transport Lawyers' Association, 2019-2024

Memberships & affiliations

- Canadian Transport Lawyers Association
- Global Advertising Lawyers Alliance
- Transportation Lawyers Association (USA)
- MultiLaw
- Cosmetics Alliance Canada
- Private Motor Truck Council of Canada
- Association of Transportation Law Professionals
- ieCanada – Canadian Association of Importers and Exporters
- The Toronto Transportation Club
- Ad Standards Canada