



# Eugenia (Evie) Bouras

## Counsel

Toronto

[ebouras@mccarthy.ca](mailto:ebouras@mccarthy.ca)

t. +1 416-601-4305

## Bar Admission

Ontario 2015

Quebec 2015

## Law School

University of Ottawa

## Industries

Gambling, Sports Betting, and Casinos

Consumer Products

## Practices

Commercial & Regulatory

Eugenia (Evie) Bouras is counsel in our leading Business Law Group, based in Toronto. Her practice is focused on providing practical, skilled, and timely advice on gaming, advertising, and marketing issues and regulated consumer products.

Evie's practice is tailored to supporting clients at every stage, from product development, licensing to marketing campaigns. She regularly acts for a wide range of companies that provide gaming services, food, alcohol, cosmetics, electronics, cannabis, natural health products, toys, and radio spectrum products.

She provides strategic advice on advertising issues such as claim review and substantiation, contests/sweepstakes, sponsorship, influencer agreements, competitor challenges, charitable promotions, and loyalty programs. She also helps clients navigate the complex regulatory framework related to packaging and labelling, licencing and registrations, regulatory investigations or challenges, and compliance with technical standards. Evie also advises on e-commerce platforms, website terms of use, consumer protection issues, privacy, and anti-spam (CASL).

Evie is fluent in English, French, Greek and Portuguese. She was called to the bar in both Ontario and Quebec in 2015. Evie received her LL.L in civil law and J.D in common law from the University of Ottawa.

## Recent Insights

- **The End of Contest Registration Requirements in Quebec**  
November 2, 2023
- **Ontario Introduces New Consumer Protection Act, 2023 and Amendments to the Consumer Reporting Act**  
November 2, 2023
- **Ontario Introduces New Consumer Protection Act, 2023 and Amendments to the Consumer Reporting Act**  
October 30, 2023

October 23, 2023

# Eugenia (Evie) Bouras

Counsel

Toronto

[ebouras@mccarthy.ca](mailto:ebouras@mccarthy.ca)

t. +1 416-601-4305