DAVIES



William Rooney
Associate

Office
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Expertise
Competition, Antitrust and Foreign Investment
Investigations and White Collar Defence
Advertising, Marketing and Distribution

Bar Admissions
Ontario, 2022

William's broad practice spans all areas of competition and foreign investment law.

As part of the Competition, Antitrust and Foreign Investment group, William has assisted clients with respect to mergers and acquisitions, marketing and distribution practices, abuse of dominance, criminal and civil investigations, as well as compliance matters. He has also assisted with contentious competition and foreign investment issues, including applications for judicial review and class actions.

Prior to joining Davies, William was an associate in the Toronto office of a prominent Canadian law firm.

Representative Work

Omnitrans Inc.
Acted for **Omnitrans Inc.**, a leading Canadian freight forwarding and customs brokerage firm headquartered in Montreal, in its sale of 100% equity to Fastfrate Group, one of Canada's largest privately held transportation and supply chain providers.

Blackstone and TPG
Acted for **Blackstone** and **TPG** on Canadian regulatory aspects of the acquisition of Hologic, Inc., a global diagnostics and imaging company, in a transaction valued at up to US$18.3 billion.

LiveBarn Inc.
Acted for **LiveBarn Inc.**, a Montréal-based Canadian streaming service specializing in amateur and youth sports broadcasts across the United States and Canada, in its sale to GTCR LLC, a Chicago-based private equity firm.

New Gold Inc.
Acted for **New Gold Inc.** in its US$7-billion merger with Coeur Mining, Inc., creating a 100% North American precious metals producer with seven operating mines.

Google LLC, Alphabet Inc. and Google Canada Corporation
Successfully defended **Google LLC**, **Alphabet Inc.** and **Google Canada Corporation** in the first ever application brought before the Canadian Competition Tribunal by a private party for leave to proceed with a private claim on behalf of millions of Canadians and Canadian businesses under novel amendments to the *Competition Act* that came into effect in June 2025. The application and proposed claim concern allegations of abuse of dominance in the provision of internet search engine services as well as allegedly anticompetitive agreements between Google and Apple Inc.

McCormick & Company
Acting as Canadian counsel for **McCormick & Company** in its US$44.8-billion merger with Unilever Foods, creating a global flavour leader.

Birch Hill Equity Partners and Brookfield Asset Management
Acted for **Birch Hill Equity Partners** and **Brookfield Asset Management** in their C$2.9-billion acquisition (and related financing) of First National Financial Corporation, one of Canada's largest non-bank mortgage originators and underwriters.

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The Ferrero Group

Acted as Canadian regulatory counsel to **The Ferrero Group** on its US$3.1-billion acquisition of WK Kellogg Co.

Haveli Investments, L.P.

Acted as Canadian counsel for **Haveli Investments**, a technology-focused private equity firm, in its acquisition of Accommodations Plus International, a global leader in crew accommodations and travel technology solutions.

External Engagements

Article
Canada Tests Limits with Increased Use of Production Orders, co-author
Aug 1, 2026
Financier Worldwide Magazine
Read More

Article
National security reviews in Canada: are we set for a change in approach?, co-author
Mar 23, 2026
Financier Worldwide Magazine
Read More

Article
Just Watch Me: Procedural Fairness Under the *Investment Canada Act*'s National Security Regime, co-author
Mar 12, 2025
Canadian Competition Law Review, Vol. 37, No. 2 (The Canadian Bar Association)
Read More

Article
Situating structural presumptions in Canadian merger control, co-author
Jul 1, 2024
Financier Worldwide Magazine
Read More

Article
The Changing Face of Abuse of Dominance Under Canada's *Competition Act*, co-author
Jul 1, 2024
Corporate Disputes Magazine
Read More

Article
Privilege in Criminal Offences, co-author
Nov 26, 2023
Canadian Bar Association Criminal Matters Committee
Read More

Speaking Engagement
Moderator, Canadian Bar Association, Criminal Matters Committee Panel, "Solicitor-Client Privilege and the Bureau's Immunity and Leniency Programs"; Online

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Nov 26, 2023

Insights

PSP Investments Announces Sale of Sunrise Senior Living
Oct 9, 2026

LiveBarn Acquired by GTCR
Mar 25, 2026

Davies Partners Discuss National Security Reviews in Canada
Mar 24, 2026

Bureau Releases Draft Civil Enforcement Guidelines
Dec 17, 2025

New Gold to Merge with Coeur
Nov 4, 2025

Davies Welcomes 4 New Associates
Jul 24, 2025

Education

University of Toronto Faculty of Law, JD, 2021
University of Oxford, Master of Studies (Philosophy) (with Distinction), 2018
Queen's University, BAH (Philosophy, minor in Economics) (Department Medalist), 2017

Bar Admissions

Ontario, 2022

Professional Affiliations

American Bar Association, Section of Antitrust Law
Canadian Bar Association, Competition Law and Foreign Investment Review Section