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# Intellectual Property

## Profile

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The value of intellectual property rights to businesses continues to increase, whether represented by branding, inventions, software code, product designs, social media campaigns, secret formulas or the like. We offer cost-effective legal services tailored to maximize our clients' valuable intellectual property assets.

Our diverse range of clients includes global leaders in technology, online services, financial services and social media, as well as all manner of businesses that develop or even just use intellectual property in their operations or hold significant intellectual property assets.

## Work Highlights

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### **Trademark counsel for world's leading search engine services provider**

- > Conduct all aspects of Canadian trademark clearance, filing, registration, maintenance and enforcement of trademark rights for the world's leading search engine services provider. Additionally provide strategic domain-name related services

### **Trademark counsel for world's leading online retailer**

- > Conduct all aspects of Canadian trademark clearance, filing, registration, maintenance, and enforcement of trademark rights for the world's leading online retailer. Additionally provide strategic international portfolio advice, copyright advice, and domain-name related services

### **Advisor to high-profile mobile handset manufacturer**

- > Assist with Canadian trademark clearance, filing, registration, maintenance, and enforcement for leading manufacturer of mobile handsets and virtual reality displays

*Additional work highlights below*

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## **Services**

- > Registration/Protection
  - > We assist clients in a wide range of industries to identify, register and maintain their copyright, trademark, domain name and industrial design rights locally, nationally and internationally. We also perform clearance/due diligence searches to identify where prior rights may be affected. Where registration is not possible, for example with trade secrets, we advise on strategies to protect and maintain the value of such assets
- > Enforcement
  - > Where another party violates intellectual property rights, we assist clients to quickly and effectively obtain a favourable resolution, using both the traditional court system and other alternative dispute resolution methods
- > Commercialization
  - > We assist in contractual matters related to the commercialization of intellectual property including technology transfer or sharing agreements, license agreements, website terms and conditions of use, open source and creative commons licenses, franchise agreements, purchase and sale of businesses involving intellectual property assets and employment, contractor and non-competition agreements
- > Audits
  - > We perform intellectual property audits, which involves taking inventory of a business's intellectual property assets, detecting weaknesses and advising on strategies to properly identify, protect, maintain, enforce and exploit those assets
- > Associated Services
  - > The intellectual property aspects of a business are typically tied to other commercial legal issues. We provide a full range of legal services to businesses with intellectual property assets such as advice on outsourcing and procurement, competition, advertising and marketing, privacy, anti-spam, contests, equity and debt financing, corporate structuring, mergers and acquisitions, taxation, employment, immigration, leasing and other general commercial matters

## **Chair**

Jeffrey Vicq

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## **Additional Work Highlights**

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### **Trademark counsel to social media company**

- > Provide trademark and marketing-related advice to the world's best-known social microblogging company

### **Canadian portfolio management for world's largest aerospace company**

- > Provide trademark filing, registration, maintenance, and enforcement services for one of the world's largest aerospace manufacturers

### **Domestic trademark guidance for casual gaming company**

- > Advise the world's largest producer and distributor of casual games regarding domestic trademark strategies for key brands

### **Trademark counsel to leading Canadian Airport authority**

- > Provide trademark filing, registration, maintenance, and enforcement services for one of Canada's largest Airport Authorities

### **Counsel to one of the world's largest financial services providers**

- > Assist with trademark clearance, filing, registration, maintenance and enforcement for Canadian division of the world's largest financial services provider. Additionally provide advice and assistance on domain name issues and strategic information technology projects

### **Legal advisor to leading Canadian hotel chain**

- > Assist with Canadian trademark clearance, filing, registration, maintenance and enforcement for leading Canadian hotel chain. Also assist with drafting and vetting contest rules

### **Legal advisor to leading manufacturer and distributor of nutritional supplements and vitamins**

- > Provide trademark and marketing-related advice to leading manufacturer and distributor of vitamins and nutritional supplements. Also advise on strategic marketing, supply and distribution agreements. Additionally assist with drafting and vetting contest rules

### **Representation of leading restaurant brands**

- > Work with one of the world's largest quick service restaurant companies to provide trademark clearance and filing services, as well as marketing-related advice, in support of several well-known brands