

# Intellectual Property

Toronto

BAKER & MCKENZIE

Baker & McKenzie is uniquely situated to offer seamless intellectual property advice and representation to clients in Canada, North America and around the world. The firm's local intellectual property team provides a full range of services to clients, and has expertise relating to trademarks, copyright, patents, trade secrets, grey marketing and counterfeit products. Also, the firm's unparalleled global network of leading intellectual property lawyers allows Baker & McKenzie to assist local clients with the foreign management and protection of their intellectual property assets.

**Trademarks.** Most companies rely upon trademarks to identify both the source and quality of their products and services and the protection of these assets is of key importance. Our trademark lawyers have extensive experience advising clients on the protection of these assets, and regularly deal with trademark applications, opposition/cancellation proceedings, and licensing and franchising agreements. In addition, our litigators represent the owners of many leading brands in significant infringement and licensing disputes.

**Copyright.** Our lawyers regularly advise and represent clients on the protection and enforcement of copyright in a wide range of works, and our litigators have successfully handled complex copyright disputes, including many Internet-related matters.

**Patents.** In addition to prosecuting patent applications, our lawyers and patent agents evaluate patent assets in connection with corporate transactions, joint ventures, strategic alliances, private placements, initial public offerings and audits. In addition to dealing with noncontentious issues, our regional patent lawyers have successfully handled infringement actions before U.S. federal and appellate courts, the Federal Court of Canada and the International Trade Commission (ITC).

Baker & McKenzie LLP  
BCE Place  
181 Bay Street, Suite 2100  
P.O. Box 874  
Toronto, Ontario, Canada M5J 2T3  
Tel: +1 416 863 1221  
Fax: +1 416 863 6275

## CONTACTS

Joseph F. Caruso  
Tel: +1 416 865 6922  
E-mail: joseph.f.caruso@bakernet.com

Jim Holloway  
Tel: +1 416 865 6914  
E-mail: jim.holloway@bakernet.com

Christopher M. Aide  
Tel: +1 416 865 6926  
E-mail: christopher.m.aide@bakernet.com

Stephanie Vaccari  
Tel: +1 416 865 6979  
E-mail: stephanie.vaccari@bakernet.com

Ling Wong  
Tel: +1 416 865 6902  
E-mail: ling.wong@bakernet.com

Linda Melnychuk  
Tel: +1 416 865 2309  
E-mail: linda.melnichuk@bakernet.com

Carlos M. de Vera  
Tel: +1 416 865 2339  
E-mail: carlos.m.devera@bakernet.com

**Trade Secrets & Confidential Information.** The protection of trade secrets and confidential information in the context of employment, commercial relationships and vis-à-vis competitors is of paramount importance to many clients, and our lawyers have helped clients develop proactive strategies to protect these assets and have successfully handled related litigation.

**Marketing & Advertising.** Our lawyers counsel clients on marketing and advertising matters and assist clients in complying with the oft-times complex regulations surrounding the packaging and labeling of their products in both the U.S. and Canada. In addition, our team regularly represents companies involved in advertising-related disputes.

**Counterfeit Products.** We assist many leading companies in developing strategies and solutions to identify and intercept counterfeit product destined for the North American market via customs detention remedies and coordinated, multi-jurisdictional legal proceedings.

**Grey Market Product & Parallel Imports.** The unauthorized entry of product from foreign markets has become an increasingly costly problem for North American companies. With strong regional and global experience, our lawyers have assisted many clients in developing innovative, effective and efficient solutions to deal with this important and increasingly challenging problem.

**Baker & McKenzie's Intellectual Property Products.** Baker & McKenzie has taken a lead role amongst law firms in the development of exciting, innovative products that enable the firm to offer its clients unparalleled, value-added services including, for example, software programs that manage global intellectual property portfolios and products that assist in the tracking and seizure of counterfeit product at national borders.

**Global Services & Expertise.** Many intellectual property issues cross national and regional borders. The members of our intellectual property team are actively involved in the firm's global intellectual property group, and can offers clients timely, efficient access to unparalleled global expertise built on collective experience and judgment.