



## Jeff Gordon

### Counsel

T 613.787.3580  
F 613.230.8842  
Ottawa  
[JGordon@blg.com](mailto:JGordon@blg.com)  
[LinkedIn](#)

[Intellectual Property](#)  
[Intellectual Property Litigation](#)  
[Trademarks](#)  
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[Industrial Design](#)

Jeff manages a practice focused on intellectual property (IP), including IP litigation and the protection and management of client innovations and brands.

Jeff has a technical background in civil engineering. He is a lawyer, patent agent and trademark agent. He holds an Executive MBA from the Smith School of Business at Queen's University.

He advises clients ranging from high-growth startups to large global corporations. Jeff acts on behalf of companies in a diverse range of industries, including high-tech, payment platforms, electrical systems, automotive parts, household consumer products, cosmetics and professional services.

In addition to acting in patent and trademark litigation disputes before the Federal and Ontario Courts, Jeff provides practical, business-focused advice on:

- Trademark prosecution, oppositions and portfolio management;
- Patent prosecution and management; and
- IP due diligence related to business transactions.

## Experience

- Representing a trademark applicant in three opposition proceedings before the Canadian Trademarks Opposition Board involving colour as applied to water hose, air hose and electrical cord products.

- Successfully defended a Federal Court patent infringement trial involving video lottery terminal technology, with costs of \$1.175M awarded to the successful defendants; appeal and cross-appeal were discontinued.
- Manage the international trademark portfolio for a manufacturer of electrical transformers and reactors.
- Manage the Canadian trademark portfolios for a large global cosmetics corporation and a governing organization that regulates professional services.
- Represented the defendant in a Federal Court trademark infringement action related to the sale and distribution of fruit products.
- Acted for the estate of an artist asserting copyright infringement against a restaurant company.
- Represented the plaintiff in trademark infringement and invalidity applications in the federal court related to distinguishing guise and word trademarks used in association with food products.

## Insights & Events

- Author, "Patent validity challenges in Canada", BLG Article, June 2021
- Author, "IP litigation in Canada", BLG Article, July 2020
- Author, "3D printing in the time of COVID-19: A triad of legal perspectives", BLG Article, May 2020
- Presenter, "Canadian IP Law," IPO Litigation Committee Meeting, 2020
- Contributor, "How Corporations are Hedging Against Emerging Technology," Intellectual Property Owners Association (IPO) Annual General Conference, 2018
- Presenter, "Canadian Patent Law Update on the Promise of the Patent Doctrine and Infringement Damages," IPO Emerging Technologies Meeting, 2017
- Presenter, "IP Protection in Big Data: Issues and Multijurisdictional Considerations," IPO Joint Committees Webinar, 2017
- Co-author, "Did Master pass-off Mister?" Case Commentary, World Trademark Review, 2016.
- Moderator, "World Intellectual Property Organization — Standing Committee on the Law of Patents," IPO Annual General Conference, 2016
- Presenter, "The Canadian Patent Regime for Civil Engineering," Canadian Society for Civil Engineering (CSCE) Annual Conference, 2016
- Presenter, "Policy and Procedure Round Table," Meeting with the U.S. Commissioner for Patents and the U.S. Patent and Trademark Office Senior Management Team, 2016

## Beyond Our Walls

### Professional Involvement

- Co-instructor, "Advanced Intellectual Property," University of Western Ontario Faculty of Law, 2015-2019
- Committee Member, Artificial Intelligence and Other Emerging Technologies Committee, Intellectual Property Owners' (IPO) Association
- Member, Intellectual Property Institute of Canada (IPIC)
- Member, International Trademark Association (INTA)
- Business School Guest Lecturer in IP Law, Queen's University, 2021-2023
- New Member Ambassador, IPO

### Community Involvement

- Volunteer Panel Judge, Harold G. Fox IP Student Moot Competition, 2016-2020

- Written Facta Marker, Harold G. Fox IP Student Moot Competition, 2020

## Awards & Recognitions

- Recognized in the 2026 edition (and since 2025) of *The Best Lawyers in Canada*™ (Intellectual Property Law)

## Bar Admission & Education

- Ontario, 2009
- Canadian and United States Patent Agent,
- Canadian Trademark Agent,
- Executive MBA, Smith School of Business, Queen's University, 2022
- JD, University of Ottawa, 2008
- B.A.Sc. (Civil Engineering) with an Option in Management Science and a Certificate in Structural Engineering, University of Waterloo, 2005

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