

Clara Chow

Counsel

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Advertising & Marketing
Copyright
Licensing
Trademarks
Intellectual Property

Clara Chow is a fully bilingual lawyer and trademark agent, and a member of BLG's specialized Business Law group.

Clara regularly conducts thorough analysis and drafting of various commercial agreements including service contracts and licensing agreements and advises her clients on IP related issues arising in transactions. Clara is often called upon to do research and prepare opinions on regulatory commercial matters, including advertising and marketing practices (websites, online and mobile sales, online protection, etc.), labeling and packaging, consumer products as well as Charter of the French Language.

Clara has developed an expertise in securing our clients' trademark protection, domestically and internationally, and advising on exploitation and infringement of trademarks. She prepares and prosecutes trademark applications and prepares opinions on availability, registrability, validity and infringement. She also counsels clients on copyright registration and protection, as well as other intellectual property disputes. In addition to providing strategic counsel and support on the essential foundation of trademark matters in Canada, Clara also manages complex opposition and cancellation proceedings.

Experience

- Elanco Animal Health Incorporated - sale of its Victoria, Prince Edward Island (PEI) aqua research and development facility to The Center for Aquaculture Technologies Canada
- Revision Military (now Galvion) - sale of its protective eyewear business to ASGARD Partners & Co., a private investment firm based in New York.
- BDC Capital – investment in FlyScan Systems Inc.

- FCG Acquisition' Inc. acquisition of shares of Tri-Canada Industries Ltd.

Presentations & Publications

- Author, "Québec's new language law changes: Is your business compliant?", BLG Article, June 2025
- Author, "Québec proposes amendments and clarifications to Bill 96 requirements: Part I – Markings on products", BLG Article, February 2024
- Author, "Québec proposes amendments and clarifications to Bill 96 requirements: Part II – Public signage", BLG Article, February 2024
- Author, "Charter of the French language: Changes affecting trademarks in Québec", BLG Article, July 2022
- Author, "Bill 96: New French language obligations affecting workplaces, business, contracts and more", BLG Article, May 2022
- Author, "Changes to extension of time requests in Canadian trademark examination", BLG Article, January 2020

Beyond Our Walls

Professional Involvement

- Member, Barreau du Québec
- Member, Young Bar Association of Montréal
- Member, Intellectual Property Institute of Canada (IPIC)
- Member, International Trademark Association (INTA)

Community Involvement

- Organizing committee of the Juritour (in collaboration with Cystic Fibrosis Canada, division Québec)

Bar Admission & Education

- Québec, 2015

- JD, Université de Sherbrooke, 2014
- LLL (cum laude), University of Ottawa, 2013

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As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers,

intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

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