



Justine Wiebe

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[Intellectual Property](#)
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Justine Wiebe is a Partner, Lawyer & Trademark Agent, and Regional IP Group Leader for Toronto.

Justine has practised exclusively in the field of intellectual property for 30 years, and is known for her exemplary client service and focus on aligning brand protection and enforcement strategies with business objectives.

Justine guides clients in the domestic and global clearance and protection of trademarks, and employs strategic approaches in trademark disputes, oppositions and summary cancellation proceedings in Canada and, in collaboration with local counsel, abroad. Justine also assists clients with the commercialization of intellectual property, including trademark licensing and guiding clients on best practices for co-branding.

Justine excels at distilling complex information so that it is easily understood, and collaborating with clients to customize processes and streamline reporting protocols. These service delivery innovations respond to client business needs, and reinforce Justine's standing as a trusted business partner.

Justine is consistently recognized as a leading trademark lawyer in leading international and domestic rankings. Justine was one of 13 Canadian trademark lawyers recognized in World Trademark Review's inaugural "The Experts' Expert" ranking in 2009, and has maintained this recognition as a WTR Global Leader and individual gold tier status in WTR 1000. Justine is also recognized by MIP as an IP STARS Top 250 Women in IP, and was awarded MIP Practitioner of the Year – Trademarks – Canada in 2022. Justine is also ranked in Who's Who Legal: Canada (Trademarks) and is recognized as a WWL Global Elite Thought Leader - IP – Trademarks.

Experience

- Serving as external trademark counsel to leading Canadian companies with international trademark portfolios and as external Canadian trademark counsel to leading companies in the U.S. and abroad. Clients span a wide range of industries, including insurance and finance, food and beverage, biotechnology and pharmaceutical, clothing and footwear, green chemistry, gaming and lottery and automotive/power sports vehicles.
- Elected to serve on Council (the Board of Directors) of the Intellectual Property Institute of Canada (IPIC) in 2013-2014. IPIC is the Canadian professional organization of patent and trademark agents and lawyers practising in intellectual property. At that time, there were significant changes on the horizon for Canadian trademark law and practice, prompted largely by Canada's engagement in trade talks and Canada's imminent accession to three international trademark treaties (the Singapore Treaty, the Nice Agreement, and the Madrid Protocol). Justine's election to IPIC Council during this critical stage speaks to her expertise and reputation as a leading Canadian trademark lawyer with considerable experience in international trademark law and practice.

Insights & Events

- Author, "Achieving Faster, Broader Trademark Protection in Canada at Less Cost", BLG Article, August 2023
- Author, "Canada Country Profile Trade Dress International Practice and Procedures", BLG Article, January 2017
- Author, "Bill Proposing Significant Changes to Canadian Trademark Law Receives Royal Assent – Steps that Brand Owners Should Take Now", BLG Intellectual Property Alert, June 23, 2014
- Author, "Budget Bill Contains Further Wide-reaching Changes to Canadian Trademark Law & Practice," BLG Intellectual Property Alert, March 31, 2014
- Author, "What's that sound? Roaring lions and the protection of non-traditional marks in Canada," ECTA Gazette, July 2013
- Author, "Innovative Strategies for Protecting Product Shape & Packaging in Canada," and "The Strategic Use of Trademark & Design Protection for Trade Dress," World Trademark Review, 2010 and 2009
- Panelist, "Global Perspectives on Trade Dress Protection: Best Practices for Protecting Product Shapes and Designs — US, Canadian, European & Latin American Perspectives," AIPLA Spring Meeting, 2009
- Protecting Packaging and Product Design: The Canadian Perspective
- Presenter, "Are We Speaking the Same Language? Canadian Trademark Prosecution Practice From a U.S. Perspective," Intellectual Property Sectional — Minnesota Paralegal Association, 2008
- Co-Presenter, "Effective Trademark Search Strategies for Canada & the United States," IPIC Annual Meeting, 2007
- Moderator, "Are We Speaking the Same Language? A Comparison of Canadian, U.S., U.K., & Community Trademark Laws," INTA Annual Meeting, 2006.
- Author, "Applications for Special Marks, Examiner's Reports & Responses, and Post-Advertisement Matters," prepared for and presented at "Understanding Trademarks" course, IPIC/McGill University, 2005-present.
- Presenter, "Applications for Special Marks, Examiner's Reports and Responses, and Post-Advertisement Matters," Understanding Trademarks course, IPIC/McGill University, 2005-2012.
- Principal Editor and contributing author, Canada country profile, Trade Dress: International Practice and Procedures, INTA, 2003-2017

Beyond our Walls

Professional Involvement

- Member, Canadian Bar Association (CBA)
- Member, Ontario Bar Association (OBA)
- Member, American Intellectual Property Law Association (AIPLA)
- Member, Intellectual Property Owners (IPO)
- Member, European Communities Trade Mark Association (ECTA)
- Member, MARQUES
- Member, International Trademark Association (INTA) - Founding Editor, Trade Dress: International Practice and Procedures
- Fellow, Intellectual Property Institute of Canada

Community Involvement

- Volunteer, BLG Reads to Kids Program, 2011-present

Awards & Recognitions

- Recognized in the 2024 edition of *Lexpert Special Edition: Technology and Health Sciences*
- WWL Global Elite Thought Leader - IP – Trademarks
- World Trademark Review — Global Leader
- World Trademark Review 1000 — The World's Leading Trademark Professionals (gold tier)
- Managing IP — IP STARS Top 250 Women in IP
- Managing IP — IP Star
- Managing IP Awards 2022 - Practitioner of the Year – Trademark – Canada
- Chambers Canada — Canada's Leading Lawyers for Business (Intellectual Property)
- Chambers Global — World's Leading Lawyers for Business (Intellectual Property)
- Who's Who Legal: Canada (Trademarks)
- World IP Review — WIPR Leaders: Trademarks
- Canadian Legal Lexpert® Directory — Intellectual Property
- Acritas Star: Independently Rated Lawyer (Nominated as a stand-out lawyer by senior in-house counsel)

Bar Admission & Education

- Ontario, 1994
- LLB, Queen's University, 1992
- BA, University of Toronto, 1992



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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 725 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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