



Geneviève Bergeron

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[Intellectual Property](#)

[Trademarks](#)

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[IP Strategy](#)

Geneviève Bergeron specializes in **intellectual property**, commercial law and intellectual property transactions. Her practice is focused on **trademarks**, domain names, copyrights, trade secrets, licensing, technology transfer, distribution and sub-contracting agreements, and all related agreements.

Geneviève is also involved in **commercial regulatory practice** and provides counsel on various commercial regulatory regimes, such as the *Charter of the French Language*.

Frequently gives conferences for a number of organizations, including the Québec Bar ("Service de la formation permanente, Développements récents en droit de la propriété intellectuelle") and Les Éditions Yvon Blais.

Experience

- Epiroc Canada Holding Inc., a subsidiary of Epiroc Rock Drills AB, in its acquisition of 100% of MineRP Holdings Inc. from Dundee Precious Metals Inc. (TSX: DPM).
- Bad Monkey Popcorn, a maker and marketer of popcorn and other confectionery products, in its sale to Champlain Financial Corporation and a group of co-investors.
- Has extensive experience in trademark law, particularly in search opinions, clearances, opposition and cancellation proceedings, property right transfers and the negotiation of trademark licensing agreements.

- Experienced in the negotiation and drafting of licensing, distribution and sub-contracting agreements dealing with all aspects of intellectual property and information technology law for clients in all types of businesses.
- Counsels clients on the IP and IT aspects of transactions, including financing, mergers and acquisitions and joint ventures.
- Counsels clients on the application of the *Charter of the French Language* in the fields of IP and technology.

Insights & Events

- Author, "Achieving Faster, Broader Trademark Protection in Canada at Less Cost", BLG Article, August 2023
- Author, "Charter of the French language: Changes affecting trademarks in Québec", BLG Article, July 2022
- Author, "Your brand is your identity: Selecting a strong mark", BLG Article, July 2021
- Author, "Improving timeliness in Canadian trademark examination", BLG Article, June 2021
- Author, "Brand protection: A comparison of U.S. and Canadian trademark systems", BLG Article, December 2020
- Author, "As Of November 24th, Use Of Non-French Trademarks On Outside Signs Will Require The Presence Of French", BLG Article, November 2016
- Author, "Use of Non-French Trademarks on Outside Signage Will Require the Presence of Sufficient French", BLG Article, May 2016

Beyond our Walls

Professional Involvement

- Member, Canadian Bar Association
- Member, International Trademark Association (INTA); Right of Publicity Committee (Canada); regular participant in annual conferences
- Member, Intellectual Property Institute of Canada (IPIC)
- Member of the Trademarks Practice Committee (2007-2015)

Awards & Recognitions

- Recognized in the 2024 edition (and since 2021) of *The Best Lawyers in Canada* (Intellectual Property Law).
- Recognized in the 2023, 2021 (and since 2012) editions of the *World Trademark Review (WTR) 1000 – The World's Leading Trademark Professionals for Canada* (Prosecution and Strategy).
 - "Geneviève is well versed in Canadian trademark law and can always be relied upon to provide prompt, concise and business-focused advice".
- Recognized in the 2022 edition of *Who's Who Legal: Canada* (Trademarks)
- Recognized in the 2022 edition of *Who's Who Legal: IP* (Trademarks)
- Recognized in the 2022 edition of *Managing Intellectual Property's IP Stars* (Patent).
- Recognized in the 2022 edition of the *World Trademark Review Global Leaders*

- Recognized as a 2020 Acritas Star.
- Recognized in the 2020 edition of *Who's Who Legal* (Trademarks).

Bar Admission & Education

- Québec, 1998
- Graduate diploma in Health Law and Policy, Université de Sherbrooke, 1998
- LLB, Université de Montréal, 1994

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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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