



Brandon Evenson

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[Intellectual Property](#)

[Licensing](#)

Brandon provides business-focused legal advice on intellectual property matters to companies, with a focus on the high-tech, software, insurance and banking sectors including the fintech sector.

He regularly advises senior management and general counsel on the creation of IP protection and enforcement strategies, including the development, enforcement, and commercialization of worldwide patent portfolios. He has experience directing the prosecution of patent portfolios in over 40 jurisdictions (covering over 80 countries) around the world.

Brandon also frequently appears before IP administrative tribunals and the Canadian Federal Court to secure and enforce his clients' intellectual property rights in Canada.

Brandon specializes in using competitor intelligence to develop worldwide patent protection strategies on software-based technologies for a commercial and legal advantage. Using his technical knowledge of software/computer systems and experience with enforcement and commercialization, Brandon provides integrated approaches in such matters.

Brandon is a lawyer, Canadian and U.S. patent agent, and Canadian trademark agent with a background in computer and software engineering.

Experience

- PayBright Inc., one of Canada's leading buy-now-pay-later providers, in connection with its \$340 million acquisition by Affirm, Inc., a leading U.S.-based "buy now, pay later" platform.
- Advising a leading Canadian insurer and bank on the protection (including patent protection in the US and Canada) of its financial technology, and in the negotiation of a multi-decade strategic alliance with a global technology company to bring new product offerings to Canadian customers.
- Advising a telecommunication services company on the worldwide patent protection of its business-critical software technologies and customer contract negotiations.
- Advising a company on the worldwide patent protection of its cryptographic products.
- Advising a publicly-traded medical device company on the distribution of its surgical robotics products in China.
- Advising a mobility company on the development, commercialization, and legal protection of its wheelchair computer-vision products.
- Advising a Canadian-based international engineering consulting firm on the patent protection of its electrical and software engineering client solutions.
- Advising an international high-tech toy development company on the protection of its products.

Beyond Our Walls

Professional Involvement

- Member, Ontario Bar Association
- Member, Canadian Bar Association
- Member, Licensing Executive Society

Awards & Recognitions

- Recognized in the 2022 edition of *Chambers Canada* (Intellectual Property)
- Recognized as a patent leader for Canada in the inaugural 2020 edition of *IAM Global Leaders: Interviews with the Pinnacle of the Patent Law Profession*.
- Recognized in the 2018 edition of *Intellectual Asset Magazine's (IAM) Patent 1000 – The World's Leading Patent Professionals* (Prosecution).

Bar Admission & Education

- Ontario, 2011
- JD, Osgoode Hall Law School, 2010
- BSc in Engineering (Computer and Software), Queen's University, 2005



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