Peter C. Cooke

Senior Counsel

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Trademarks

Peter offers over 30 years of expertise in **trademark clearance, registration, enforcement** and related commercial transactions.

He has experience with domain name dispute resolution, having acted as a panelist on a number of Canadian Internet Registration Authority (CIRA) domain name cases. His practical experience with trademark opposition and cancellation proceedings comes from his work at the Canadian Intellectual Property Office, where he was a member of the Trademarks Opposition Board.

Insights & Events

- Author, "Delays in Canadian trademark examination prompt CIPO “pre-assessment” letters", BLG Article, May 2022
- Author, "Improving timeliness in Canadian trademark examination", BLG Article, June 2021
- Author, "Changes to extension of time requests in Canadian trademark examination", BLG Article, January 2020
- “Coming Changes to Trademark Law and Practice”, Law Society of Upper Canada – 22nd Annual Intellectual Property Year in Review, January 2018
- Speaker, “IP for the Non-IP Lawyer - Trademarks”, County of Carleton Law Association, October 2017

Beyond Our Walls

Professional Involvement

- Member, International Trademark Association (Public Information Committee)
- Member, Intellectual Property Institute of Canada (Trademark Practice Committee)

Awards & Recognition

- Recognized in the 2027 edition (and since 2025) of *The Best Lawyers in Canada* (Intellectual Property Law)
- Recognized in the 2026 edition (and since 2017) of *The Canadian Legal Expert Directory* (Intellectual Property)
- Recognized in the 2026 edition (and since 2024) of *Lexpert Special Edition: Technology*
- Recognized in the 2026 edition (and since 2024) of *Lexpert Special Edition: Health Sciences*
- Recognized in the 2024 and 2021 editions of the *World Trademark Review WTR 1000 – The World's Leading Trademark Professionals*
- Recognized in the 2024 edition (and since 2022) of *Who's Who Legal: Canada* (Trademarks)
- Recognized as a Notable Practitioner in the 2026 edition (and since 2018) of *IP STARS* from *Managing Intellectual Property* (Managing IP)

Bar Admission & Education

- Ontario, 1994

- LLB, Queen's University, 1992
- BA, Queen's University, 1989

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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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