

Jennifer Ponton

Partner

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Intellectual Property
Trademarks
Health Care & Life Sciences
Licensing

Jennifer is a leading Canadian trademark lawyer and a Partner in our Intellectual Property Group. Her practice focuses on helping global companies protect, manage, and enforce their brands in Canada and internationally.

Jennifer counsels a wide range of clients across various sectors, from start-ups to multinational household brands, on trademark strategy, portfolio management, enforcement, disputes, anti-counterfeiting initiatives, and complex prosecution matters. Her work often involves overseeing large, international trademark portfolios, and helping businesses navigate the intersection of legal risk, commercial realities, and evolving brand strategy. Jennifer's clients value her practical, responsive and business-minded approach.

Beyond her client work, Jennifer is actively involved in the global intellectual property community through leadership, teaching, and industry advocacy initiatives, including with the International Trademark Association (INTA) and the Intellectual Property Institute of Canada (IPIC). She is also an active member of the Canadian Intellectual Property Office (CIPO)'s Trademarks advisory committee, and participates in discussions relating to proposed changes to Canadian trademark policy and practice.

Experience

- Successfully defended client's use of "Locust Lane" name in Federal Court proceeding alleging passing off: *Hidden Bench Vineyards & Winery Inc. v. Locust Lane Estate Winery Corp.*, 2021 FC 156
- Successfully represented client in Federal Court appeal of two Trademark Opposition Board decisions: *Beverly Hills Jewellers MFG Ltd. v. Corona Jewellery Company Ltd.*, 2021 FC 673

- Successfully represented client in opposition proceedings before the Trademark Opposition Board: *AutoCanada Holdings Inc. v Autocapital Canada Inc.*, 2019 TMOB 142
- Manage global trademarks portfolio (25+ countries) for a global cosmetics company, including clearance, global filing strategies and enforcement of trademarks and copyrights
- Negotiated resolution of trademark dispute between cannabis companies

Insights & Events

- Author, "Consultations are open: CIPO proposes amendments to the Trademarks Regulations", BLG Article, June 2024
- Author, "Setting up for success in the metaverse: Intellectual property considerations for businesses", BLG Article, March 2023
- Host and Speaker, "Practical Advice for Navigating the New and Not Inherently Distinctive Hurdle During Examination of Trademarks In Canada", INTA Annual (Virtual) Meeting , November 18, 2021.
- Author, "Your brand is your identity: Selecting a strong mark", BLG Article, July 2021
- Presenter, "Digital Assets and Intellectual Property", Trade's Recovery Activation Program, Fall 2020-Spring 2021
- Speaker, "A Strong Branding Strategy: Top 5 Factors to Consider from a Trademark Law Perspective", Canadian Institute's 26th Annual Advertising and Marketing Law Conference, January 2020
- Author, "ACT NOW: Follow this 'TO DO' list to save money on Canadian trademarks before June 17th", JD Supra, April 2019
- Speaker, "Legal Topics in Advertising", AdStandards Canada, April 2019
- Co-Author, "Trademarks in Canada: A year of change and global harmony", JD Supra, February 2019
- Co-Author, "Year-end Round-up: Notable Trademark Case Law From 2018", JD Supra, February 2019
- Author, "What's in a name? Canada may have just made it more difficult to register name and surname marks", JD Supra, January 2019
- Co-Author, "Anti-Dilution Remedy is Not Limited to Registered Trademarks: The bunny keeps going… and going… and going ",World Trademark Review, November 2018
- Author, "Anti-Spam Legislation's Private Right of Action Suspended ", JD Supra, June 2017
- Author, "Bill S-5: Canada Prepares to Introduce Plain and Standardized Packaging for Tobacco Products", World Trademark Review, February 7, 2017.
- Co-Author, "Intellectual Property Law & Technology, Trademark Law and Regulation", Lexis Practice Advisor Canada, September 2016.
- Co-Author, "Intellectual Property Litigation: Forms and Precedents, Chapter 19: Security for Costs", LexisNexis, April 19, 2016.
- Contributing Author, "Trademark Law and Regulation", (chapter on trademark distinctiveness), Lexis Practice Advisor Canada, 2016.

Beyond Our Walls

Professional Involvement

- International Trademark Association (INTA) Publications Committee, 2020-Present
- Intellectual Property Institute of Canada (IPIC), Trademark Agent Training Committee (2019-Present), Instructor of Trademark Agent Exam Prep Course (2019-2021)
- Member, Ontario Bar Association
- Member, Canadian Bar Association

Awards & Recognition

- 2026 Managing IP Americas Awards shortlisted for Canadian Practitioner of the Year (Trademark Prosecution).
- Recognized as a Rising Star in the 2026 edition (and since 2021) of *IP STARS* from *Managing Intellectual Property* (Managing IP)
- Recognized in the 2027 (and since 2022) editions of *Best Lawyers in Canada (*Intellectual Property Law).
- Recognized in the 2027 edition of *Chambers Canada* (Intellectual Property - Nationwide)
- Recognized in the 2025 edition of *The Canadian Legal Lexpert Directory* (Intellectual Property).
- Recognized in the 2025 edition of *Lexpert Special Edition: Technology.*
- Recognized in the 2025 edition of *Lexpert Special Edition: Health Sciences.*
- Recognized annually (since 2021) in *WTR 1000 — The World's Leading Trademark Professionals*, and ranked Silver tier in 2024 for Individuals: Enforcement and Litigation.
- Recognized in the 2022 edition of *Best Lawyers: Ones to Watch in Canada* (Intellectual Property Law).
- Ranked in the 2023 (and since 2021) editions of *Expert Guides* as a Rising Star in Trademarks.
- Awarded the "Rising Star in IP" at the Euromoney LMG Americas Women in Business Law Awards 2019.

Bar Admission & Education

- Ontario, 2014

- JD, Osgoode Hall Law School, York University, 2013
- MSc, University of Toronto, 2009
- HBMSc, University of Western Ontario, 2007

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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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