

Jacky Wong

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Trademarks
Intellectual Property Litigation
Intellectual Property
Copyright
China

Technology
Health Care & Life Sciences

Jacky specializes in intellectual property, with an emphasis on trademarks. He has extensive experience in providing targeted strategic advice to help brand owners align their intellectual property strategies with business goals and objectives.

A lawyer and trademark agent, Jacky's practice primarily focuses on trademarks, copyright, domain names, licensing and intellectual property-related transactions. He regularly assists clients in securing trademark and copyright registrations in Canada and manages their global portfolios. He is also experienced in conducting contentious trademark matters, including trademark oppositions and non-use cancellation proceedings in Canada.

Jacky enjoys learning clients' business models and using that information to build a targeted branding strategy. Drawing on his extensive experience in protecting, managing and enforcing intellectual property rights in Canada, Jacky regularly advises clients on taking proactive measures when navigating through the trademark registration process, identifying potential contentious intellectual property issues, mitigating risks and managing cost expectations.

Jacky is experienced in assisting brand owners of various sizes, ranging from multinational corporations to individually-owned businesses, operating in industries including food and beverage, fashion, finance, information technology, online retail, pharmaceutical, restaurants, and eSports. He also has particular knowledge in assisting early-stage companies with their intellectual property needs through his involvement with BLG's StartUp & Grow™ program.

Jacky has specific interests in the ongoing development of laws in artificial intelligence and non-fungible tokens (NFTs).

Jacky is fluent in Cantonese and conversant in Mandarin.

Experience

- Successfully defended client's registration for the mark EN VOGUE DESIGN in a Section 45 proceeding in *Sim & McBurney v en Vogue Sculptured Nail Systems Inc.*, 2020 TMOB 9, and the subsequent appeal at the Federal Court, 2021 FC 172.
- Successfully defended client's registrations for HORLICK'S and HORLICKS in a Federal Court expungement proceeding in *Bedessee Imports Ltd. v. GlaxoSmithKline Consumer Healthcare (UK) IP Limited,* 2019 FC 206.
- Assisted government-funded organizations in obtaining official mark protection in Canada.
- Drafted and prosecuted Canadian trademark applications, including geographic indications and three-dimensional marks.
- Provided trademark registrability opinions, including trademark clearance projects.

Insights & Events

- Author, "Setting up for success in the metaverse: Intellectual property considerations for businesses", BLG Article, March 2023
- 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, "CANADA: Interlocutory Injunction Granted for Gray Market Goods," INTA Bulletin, Sept. 9, 2020
- Session II – Accessing and Protecting Your Intellectual Property, BLG Video, June 2020
- Author, "What You Need to Know About Geographical Indications in Canada", BLG Article, August 2019
- Author, "Co-Author, "Managing Canada's Changing Trademark Landscape: third party notifications, oppositions and non-use expungement proceedings," Commercial Times, June 2019", BLG Article, June 2019
- Author, "Managing Canada's Changing Trademark Landscape: New Applications and Applications Under Examination", BLG Article, May 2019
- Presenter, Forum for Women Entrepreneurs (FWE), E-series, April 2019
- Author, "Managing Canada's Changing Trademark Landscape: Madrid Protocol", BLG Article, April 2019
- Author, "Managing Canada's Changing Trademark Landscape: Registrations And Renewals", BLG Article, April 2019
- Author, "CANADA: Construing Trademark Use in the Digital Age: Liberal Interpretation of Use with Respect to Retail Services," INTA Bulletin, Nov. 1, 2018
- Author, "U.S.-Mexico-Canada Agreement: Business Insights On Intellectual Property Issues", BLG Article, October 2018
- Tutor and Presenter, "Trademark Agent Tutorials for the Trademark Agent Examination," Intellectual Property Institute of Canada, November 1-2, 2017.
- Author, "Expansion of Geographical Indications Under CETA Now in Effect in Canada", BLG Article, September 2017

Beyond our Walls

Professional Involvement

- Member, Examination Board, College of Patent Agents and Trademark Agents
- Member, Intellectual Property Institute of Canada (IPIC)
- Member, International Trademark Association (INTA), INTA Bulletins Committee
- Member, Law Society of Upper Canada

Community Involvement

- Board of Directors, Vancouver Cherry Blossom Festival, 2020-2022

Awards & Recognition

- Recognized as a Rising Star in the 2026 edition (and since 2020) of *IP STARS* from *Managing Intellectual Property* (Managing IP)

Bar Admission & Education

- British Columbia, 2018
- Ontario, 2010

- JD, University of British Columbia, 2009
- BSc (Hons.) in Biotechnology, University of British Columbia, 2006

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