

Noelle Engle-Hardy

Partner, Trademark Agent

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Intellectual Property
Trademarks
Copyright

Noelle is a seasoned intellectual property litigator, registered trademark agent, and trusted legal advisor.

She has experience advocating for and advising clients on intellectual property disputes and litigation, all aspects of trademark clearance, copyright and industrial design matters, and protection and enforcement of confidential information and trade secrets.

Noelle's disputes practice encompasses all stages of intellectual property litigation, from interlocutory proceedings and motions to trials and appeals at the Federal Court, Federal Court of Canada and Provincial Courts. Noelle also routinely appears before the Trademarks Opposition Board in connection with oppositions and summary expungement proceedings and has appeared before the Copyright Board of Canada. Her expertise spans a wide variety of industries, including:

- Consumer packaged, sporting, and luxury goods
- Video games and software
- Cannabis, alcohol, beer, wine, food and beverages
- Professional sports
- Pharmaceuticals
- Furniture, lighting, clothing and cosmetics
- Casino and real estate development
- Automotive and watercraft
- Franchise
- Fine art

As a registered trademark agent, Noelle manages large trademark portfolios for many internationally recognized brands, and provides end-to-end intellectual property advice, from clearance to enforcement, including of industrial design and copyright. Noelle's clients appreciate her business-focused advice and thoughtful strategic approach.

Noelle secures timely trademark registration for her clients in Canada, and routinely drafts evidence to expedite her client's trademark applications and respond to a variety of complex objections.

Noelle also manages and advises on intellectual property transactions both domestically and internationally, including preparing and negotiating complex commercial agreements for the acquisition, sale and licensing of intellectual property rights and assets, and provides comprehensive advice related to anticounterfeiting, confidential information and trade secrets, brand management, packaging, labelling and regulatory compliance in Canada. She also provides guidance on French language law issues for brand owners in Canada.

Prior to joining BLG, Noelle was the Vice Office Managing Partner of the Toronto office of a large international law firm.

Experience

- Kiwa N.V., a Netherlands-based testing, inspection and certification organization, in connection with its agreement to acquire the Testing, Inspection and Certification (TIC) business of CSA Group for approximately C$2.1 billion.
- Represented a large Canadian real estate developer in eight separate proceedings before the Federal Court, Federal Court of Appeal, Trademarks Opposition Board and Ontario Superior Court in connection with claims for passing off, infringement, oppositions, and the expungement of registrations adverse to a large-scale U.S.-based real estate and entertainment developer and operator.
- Represented a large dairy group in connection with trademark portfolio management, as well as a conducting and defending summary expungement, opposition, litigation and appeals at the Trademarks Opposition Board and Federal Court.
- Represented one of Canada's largest retailers acting in connection with the defense and enforcement of trademark and copyright, including conducting and defending summary expungement and opposition proceedings, and litigation before the Federal Court.
- Represented a multinational automobile manufacturer, providing advice regarding trademark clearance, trademark prosecution and filing strategies, and portfolio management.
- Represented an industry-leading innovator in hydrogen fuel technologies in connection with claims for misappropriation of trade secrets.
- Represented one of North America's largest upscale clothing retailers, coordinating international filing strategies for industrial designs and design patents, preparing, filing, and prosecuting Canadian industrial design applications.
- Represented a private equity firm in its acquisition of a designer, manufacturer, and installer of dasher board systems for hockey arenas and multi-sport athletic facilities.
- Represented a private equity firm based in London, in its acquisition of a majority stake in a global chain of upscale Italian marketplaces.

Insights & Events

- Author, "Québec's new language law changes: Is your business compliant?", BLG Article, June 2025

- Speaker, “IP Strategies for Digital Health in 2024,” Healthy IP Strategies in Life Science & Health Tech, Ontario Bioscience Innovation Organization, October 30, 2024
- Co-Author, “U.S. Supreme Court Limits Lanham Act Infringement to Cases Where Use in Commerce Occurred in the United States,” International Trademark Association: Features, February 7, 2024

Beyond Our Walls

Professional Involvement

- Enforcement Committee, International Trademark Association (INTA) (2024-Present)
- Amicus Committee, International Trademark Association (INTA), (2020-2023)
- Trademark Agent Skills Examination Advisory Group, College of Patent Agents and Trademark Agents, (2023-Present),
- Member, College of Patent Agents and Trademark Agents, (2013-Present)

Awards & Recognition

- Recognized in the 2027 edition (and since 2025) of *The Best Lawyers in Canada* (Intellectual Property Law).
- Recognized in the 2025 edition (and since 2024) of the *World Trademark Review* (WTR) 1000, Bronze Ranking
- Recognized in the 2025 edition (and since 2024) edition of the *Lexology Index* (formerly *Who’s Who Legal*) as “Recommended” in Trademarks and IP
- Recognized as a Rising Star in the 2026 and 2023 editions of *IP STARS* from *Managing Intellectual Property* (Managing IP)
- Recognized in the 2020-2021 edition of *Euromoney LMG's Rising Stars Expert Guides* as a Rising Star in Trademarks.

Bar Admission & Education

- Illinois, 2010
- Ontario, 2013

- B.Sc., McGill University, 2006
- JD (cum laude), DePaul University College of Law, 2010
- LL.M., University of Toronto, 2011

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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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