

Gabriel St-Laurent

Senior Associate

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Intellectual Property
Trademarks
Copyright
Advertising & Marketing

As an intellectual property lawyer and trademark agent, Gabriel specializes in trademark and copyright matters, as well as advertising and marketing.

He is a member of BLG's Specialized Business Law group and advises clients on the protection and enforcement of their commercial rights. Gabriel's expertise extends to several types of contractual agreements and he regularly supports the implementation of cutting-edge intellectual property strategies for clients in a wide array of industries. He often works with the firm's various practice groups in mergers and acquisitions and other corporate transactions, as well as labour and employment matters, to name a few.

Gabriel's role as a trademark agent involves conducting clearance searches, managing trademark portfolios and IP rights transfers, and negotiating licensing agreements. He is familiar with the ins and outs of all types of infringement, and has acted in complex opposition, expungement and invalidation proceedings.

He uses his knowledge of commercial regulations to offer guidance on labelling, packaging and advertising in all its forms, and advises on the requirements of the *Charter of the French language and the Regulation respecting the language of commerce and business* and their application in Québec.

Prior to joining BLG, Gabriel worked in private practice for a Montréal-based intellectual property law firm.

Experience

- Grupa Kęty, as Canadian counsel, in its proposed €645 million acquisition of Metra, an Italy-headquartered manufacturer of extruded aluminum products, from KPS Capital Partners.

Insights & Events

- Author, "Québec's new language law changes: Is your business compliant?", BLG Article, June 2025
- Author, "The Regulation respecting the language of commerce and business in Québec: Contracts of adhesion", BLG Article, October 2024
- Author, "The Regulation respecting the language of commerce and business in Québec: Markings on products", BLG Article, October 2024
- Author, "The Regulation respecting the language of commerce and business in Québec: Public signs, posters and commercial advertising", BLG Article, October 2024
- Author, "Québec proposes amendments and clarifications to Bill 96 requirements: Part I – Markings on products", BLG Article, February 2024
- Author, "Québec proposes amendments and clarifications to Bill 96 requirements: Part II – Public signage", BLG Article, February 2024
- Author, "Cinq décisions importantes en matière de marques de commerce rendues par la Cour fédérale en 2022," Cahiers de propriété intellectuelle, Vol. 35, No. 2, 2023.
- Author, "Le graffiti et le droit d'auteur – Réflexions, mise en œuvre et considérations juridiques," Développements récents en droit de la propriété intellectuelle, vol. 464, Barreau du Québec,, p. 469, Service de la formation continue, Éditions Yvon Blais, Montréal (QC), 2019.
- Co-author, "'Is this the real life, is this just fantasy?' – L'apport de la propriété intellectuelle dans le développement de la réalité augmentée et de la réalité virtuelle", Développements récents en droit de la propriété intellectuelle, vol. 437, Barreau du Québec,, p. 225, Service de la formation continue, Éditions Yvon Blais, Montréal (QC), 2017.

Beyond Our Walls

Professional Involvement

- Member, Barreau du Québec
- Member, Young Bar Association of Montreal
- Member, Intellectual Property Institute of Canada (IPIC)
- Member, International Trademark Association (INTA)

Awards & Recognition

- Recognized in the 2027 edition (and since 2023) of *The Best Lawyers in Canada* (Ones to Watch – Intellectual Property Law)

Bar Admission & Education

- Québec, 2017

- LLM (IT & IP), University of Hong Kong, 2016
- JD, Université de Sherbrooke, 2015
- LLB, Université Laval, 2014

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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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