



Justine Wiebe

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[Intellectual Property](#)
[Trademarks](#)
[Intellectual Property Litigation](#)
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Justine has practised exclusively in the field of intellectual property since 1990. Known for her exemplary client service and consistently ranked as a leading trademark lawyer, Justine guides clients in the global clearance and protection of trademarks, and has particular expertise with non-traditional marks and pharmaceutical marks.

Justine also assists clients with the commercialization of intellectual property, including with the drafting of tailored trademark licenses. Justine also has significant transactional experience, and clients rely on her to provide strategic analysis of Canadian trademark portfolios owned by potential acquisitions, and the strength and expansion potential of key brands.

Justine's practice also extends to contentious matters. She enforces clients' trademark rights through opposition and cancellation proceedings, sending demand letters and negotiating settlement agreements, and working with the IP litigation team to devise strategies involving complex trademark issues.

Justine is the Regional IP Group Leader for Toronto.

Justine provides legal services through a Law Corporation.

Experience

- Serving as external trademark counsel to leading Canadian companies with international trademark portfolios and as external Canadian trademark counsel to leading companies in the U.S. and abroad. Clients span a wide range of industries, including insurance and finance, food and beverage, biotechnology and pharmaceutical, clothing and footwear, green chemistry, gaming and lottery and automotive/power sports vehicles.
- Elected to serve on Council (the Board of Directors) of the Intellectual Property Institute of Canada (IPIC) in 2013-2014. IPIC is the Canadian professional organization of patent and trademark agents and lawyers practising in intellectual property. At that time, there were significant changes on the horizon for Canadian trademark law and practice, prompted largely by Canada's engagement in trade talks and Canada's imminent accession to three international trademark treaties (the Singapore Treaty, the Nice Agreement, and the Madrid Protocol). Justine's election to IPIC Council during this critical stage speaks to her expertise and reputation as a leading Canadian trademark lawyer with considerable experience in international trademark law and practice.

Insights & Events

- Canada Country Profile Trade Dress International Practice and Procedures
- Author, "Bill Proposing Significant Changes to Canadian Trademark Law Receives Royal Assent – Steps that Brand Owners Should Take Now", BLG Intellectual Property Alert, June 23, 2014
- Author, "Budget Bill Contains Further Wide-reaching Changes to Canadian Trademark Law & Practice," BLG Intellectual Property Alert, March 31, 2014
- Author, "What's that sound? Roaring lions and the protection of non-traditional marks in Canada," ECTA Gazette, July 2013
- Author, "Innovative Strategies for Protecting Product Shape & Packaging in Canada," and "The Strategic Use of Trademark & Design Protection for Trade Dress," World Trademark Review, 2010 and 2009
- Panelist, "Global Perspectives on Trade Dress Protection: Best Practices for Protecting Product Shapes and Designs — US, Canadian, European & Latin American Perspectives," AIPLA Spring Meeting, 2009
- Protecting Packaging and Product Design: The Canadian Perspective
- Presenter, "Are We Speaking the Same Language? Canadian Trademark Prosecution Practice From a U.S. Perspective," Intellectual Property Sectional — Minnesota Paralegal Association, 2008
- Co-Presenter, "Effective Trademark Search Strategies for Canada & the United States," IPIC Annual Meeting, 2007
- Moderator, "Are We Speaking the Same Language? A Comparison of Canadian, U.S., U.K., & Community Trademark Laws," INTA Annual Meeting, 2006.
- Author, "Applications for Special Marks, Examiner's Reports & Responses, and Post-Advertisement Matters," prepared for and presented at "Understanding Trademarks" course, IPIC/McGill University, 2005-present.
- Presenter, "Applications for Special Marks, Examiner's Reports and Responses, and Post-Advertisement Matters," Understanding Trademarks course, IPIC/McGill University, 2005-2012.
- Principal Editor and contributing author, Canada country profile, Trade Dress: International Practice and Procedures, INTA, 2003-2017

Beyond our Walls

Professional Involvement

- Member, Canadian Bar Association (CBA)
- Member, Ontario Bar Association (OBA)
- Member, American Intellectual Property Law Association (AIPLA)
- Member, Intellectual Property Owners (IPO)
- Member, European Communities Trade Mark Association (ECTA)
- Member, MARQUES
- Member, International Trademark Association (INTA) - Founding Editor, Trade Dress: International Practice and Procedures
- Fellow, Intellectual Property Institute of Canada

Community Involvement

- Volunteer, BLG Reads to Kids Program, 2011-present

Bar Admission & Education

- Ontario, 1994
- LLB, Queen's University, 1992
- BA, University of Toronto, 1992

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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 725 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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