



Vinay Desai

Senior Associate

T 514.954.3145

F 514.954.1905

Montréal

VDesai@blg.com

[LinkedIn](#)

[Corporate Commercial](#)

[Commercial Contracts](#)

[Mergers & Acquisitions](#)

[Private Company](#)

[Advertising & Marketing](#)

[Franchise Licensing & Distribution](#)

[Licensing](#)

[Intellectual Property](#)

Vinay's corporate practice includes leading buy and sell-side transactions from different industries and assisting with business expansions. Vinay's bread and butter is with cross-border sales and acquisitions. Particularly, Vinay advises foreign companies looking to do business in Canada and Quebec.

Vinay also has extensive commercial expertise in drafting and negotiating various agreements, including term sheets, software and technology sale agreements, franchising agreements, licensing and distribution agreements, consulting agreements, supply agreements, privacy policies, e-commerce terms of use and others. Vinay's versatile practice means he is often called upon to be the first point of contact for advising foreign companies with their business operations and expansions in Canada.

Vinay also has vast expertise in Canadian regulatory matters involving advertising, promotional contests and French language issues.

Vinay is fluent in French and English.

Experience

- Advised Morguard Corporation in its sale of a portfolio of 14 high-quality hotels in Ontario and Nova Scotia to InVest Hotels.

- Acted as lead counsel for Frontage Laboratories in its acquisition of Nucro Technics, an Ontario-based Contract Support Organization for the pharmaceutical, biotech, medical device, and marijuana industries.
- Acted for a public U.S. leading medical surgical robotics company, on its acquisition of the Canadian division of strategic medical supplies and technology distributor
- Acted for a leading U.S. public company in its acquisition of a Québec life sciences market research and oncology services company.
- Acted for a leading U.S. public company in its acquisition of a major international life sciences company
- Acted for a leading manufacturer of pneumatic tools in the purchase of a Québec-based wholesaler and distributor of various construction products.
- Acted for a major Canadian freight forwarder in the sale of its Québec family business
- Acted as Canadian counsel to John Wood Group plc in the sale of its Environment & Infrastructure business to WSP Global Ltd.
- Represented Playtika Holding Corp. in its US\$1.9 billion initial public offering on the Nasdaq Global Select Market in connection with Canadian matters related to the IPO.
- Represented Canadian Premier Life Insurance Company in an agreement to acquire Sun Life Assurance Company of Canada's sponsored markets business.
- Acted for pharmacy automation provider, Parata Systems, a portfolio company of Frazier Healthcare Partners, with its acquisition of Synergy Medical, a privately-held company specializing in automation technologies to prepare and dispense solid oral medications in blister cards.
- Acted for INRO Consultants Inc., a global leader in multimodal transportation planning, traffic simulation, and mobility visualization software, and its shareholders in the sale of their business to Bentley Systems Inc. (Nasdaq: BSY)
- Assisted iNovia on a US\$50 Million Series C funding round in WorkJam with digital workplace solutions for frontline employees
- Acted for CareSimple Canada Inc. with respect to an investment from a French company in the amount of C\$6,000,000
- Advised NorthStar Earth and Space Inc. on their C\$52 million financing with the Governments of Canada and Québec, as well as from strategic partners Telesystem Space Inc. and the Space Alliance of Europe
- Québec counsel to Premium Brands in its acquisition of Viandex, Inc. a Québec-based food distributor
- Advised a large not-for-profit on data breach implications
- Advised e-commerce and consumer goods companies with respect to various consumer protection and Charter of the French Language issues
- Advised companies on loyalty and rewards programs
- Acted for Québec-based Phoenix Wrappers ULC, a designer and manufacturer of full line semi-automatic stretch wrappers and fully-automatic stretch packaging equipment, and its shareholders in the sale of their business to Pacteon
- Acted for East West Manufacturing LLC, a global design, manufacturing and distribution services business, in their first acquisition in Canada, of Groupe Varitron Inc., a provider of integrated electronics manufacturing services, including advanced printed circuit board assemblies, box-build assemblies, testing and new product introduction services.
- Advised clients from various industries on franchising and licensing matters across Canada.
- Assisted various large banks with security breaches and general privacy issues
- Assisted companies with carrying out privacy impact assessments and evaluating risks connected with the management of personal information
- Advised large companies with respect to Access to Information requests
- Assisted organizations with respect to biometrics use compliance
- Assisted organizations with drafting privacy policies, IT security policies and website-use policies
- Drafted and negotiated data supply agreements for a large health information company
- Advised on privacy and intellectual property issues in various types of commercial transactions

- Assisted with intellectual property issues in a private equity funding of a company involved in environmental and near-space monitoring system

Insights & Events

- Author, "Time to open contests to Québec residents: Québec abolishes publicity contest rules", BLG Article, November 2023
- Author, "Refunds and returns in the COVID-19 era", BLG Article, July 2020
- Author, "Canadian ISPs Subject to Site-Blocking Order", BLG Article, December 2019
- Author, "Canadian Marketing Association Publishes Guide on Transparency for Consumers", BLG Article, March 2019
- Author, "Public Facebook Profiles Not Equivalent to Public Information Under PIPEDA", BLG Article, July 2018
- Author, "Update to Québec's Proposed Loyalty Program Rules", BLG Article, June 2018
- Author, "Québec's French Language Requirements Still in Force for Business Publications — Including Websites", BLG Article, January 2018
- Author, "Expectation of Privacy in Text Message Conversations More Stringent in Canada Than the U.S.", BLG Article, January 2018
- Author, "SCC Recognizes Expectation of Privacy in Text Message Conversations", BLG Article, December 2017
- Author, "Ontario and Québec Set to Update Legal Requirements on Loyalty Programs", BLG Article, November 2017

Beyond our Walls

Professional Involvement

- Member, International Association of Privacy Professionals
- Member, Young Bar Association of Montréal
- Member, Comité Recherche et Législation (CRL) (Young Bar of Québec)
- Member, Regroupement des praticiens du droit des marques de commerce

Community Involvement

- Volunteer, Selwyn House School Mock Trials

Awards & Recognitions

-

Bar Admission & Education

- Ontario, 2016
- Québec, 2015

- JD, Université de Montréal, 2014



- LLB, Université de Montréal, 2013

BLG | Canada's Law Firm

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.

[blg.com](https://www.blg.com)

© 2024 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.