



Jennifer Ponton

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[Intellectual Property](#)
[Trademarks](#)
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Jennifer is a lawyer and trademark agent practising in intellectual property law, with a particular focus on trademarks. She has extensive experience acquiring, managing, licensing and enforcing the intellectual property rights of her clients in Canada and abroad.

Jennifer has appeared before the Federal Court of Canada in trademark infringement and expungement proceedings and before the Canadian Intellectual Property Office's Trademark Opposition Board to oppose the registration of third-party applications, and defend and secure registration of her client's trademark applications.

Jennifer is known for her exemplary client service and clients view her as a trusted business advisor. She represents a range of clients, from local SMEs and non-profits, to large multinational corporations operating in a wide variety of industries, including finance, healthcare, pharmaceuticals, cannabis, sports, technology, apparel and food and beverage.

Jennifer was recognized in the 2022 edition of *Best Lawyers: Ones to Watch in Canada* (Intellectual Property Law). She was awarded the Rising Star in IP award at the Americas Women in Business Law Awards in New York in 2019. She is also ranked in the 2020 edition of Expert Guides as a Rising Star in Trademarks.

Jennifer is actively involved in the intellectual property law community, serving on committees of the International Trademarks Association (INTA) and the Intellectual Property Institute of Canada (IPIC). She is a frequent speaker on topics relevant to brand owners. Prior to joining BLG in 2019, Jennifer was an associate at a top-tier national intellectual property firm, practicing in both their Toronto and Ottawa offices.

Experience

- Successfully defended client's use of "Locust Lane" name in Federal Court proceeding alleging passing off: *Hidden Bench Vineyards & Winery Inc. v. Locust Lane Estate Winery Corp.*, [2021 FC 156](#)
- Successfully represented client in Federal Court appeal of two Trademark Opposition Board decisions: *Beverly Hills Jewellers MFG Ltd. v. Corona Jewellery Company Ltd.*, [2021 FC 673](#)
- Successfully represented client in opposition proceedings before the Trademark Opposition Board: *AutoCanada Holdings Inc. v Autocapital Canada Inc.*, [2019 TMOB 142](#)
- Manage global trademarks portfolio (25+ countries) for a global cosmetics company, including clearance, global filing strategies and enforcement of trademarks and copyrights
- Negotiated resolution of trademark dispute between cannabis companies

Insights & Events

- Host and Speaker, "Practical Advice for Navigating the New and Not Inherently Distinctive Hurdle During Examination of Trademarks In Canada", INTA Annual (Virtual) Meeting , November 18, 2021.
- Your brand is your identity: Selecting a strong mark
- Presenter, "Digital Assets and Intellectual Property", Trade's Recovery Activation Program, Fall 2020-Spring 2021
- Speaker, "A Strong Branding Strategy: Top 5 Factors to Consider from a Trademark Law Perspective", Canadian Institute's 26th Annual Advertising and Marketing Law Conference, January 2020
- Author, "[ACT NOW: Follow this 'TO DO' list to save money on Canadian trademarks before June 17th](#)", JD Supra, April 2019
- Speaker, "Legal Topics in Advertising", AdStandards Canada, April 2019
- Co-Author, "[Trademarks in Canada: A year of change and global harmony](#)", JD Supra, February 2019
- Co-Author, "[Year-end Round-up: Notable Trademark Case Law From 2018](#)", JD Supra, February 2019
- Author, "[What's in a name? Canada may have just made it more difficult to register name and surname marks](#)", JD Supra, January 2019
- Co-Author, "[Anti-Dilution Remedy is Not Limited to Registered Trademarks: The bunny keeps going... and going... and going](#)", World Trademark Review, November 2018
- Author, "[Anti-Spam Legislation's Private Right of Action Suspended](#)", JD Supra, June 2017
- Author, "[Bill S-5: Canada Prepares to Introduce Plain and Standardized Packaging for Tobacco Products](#)", World Trademark Review, February 7, 2017.
- Co-Author, "Intellectual Property Law & Technology, Trademark Law and Regulation", Lexis Practice Advisor Canada, September 2016.
- Co-Author, "Intellectual Property Litigation: Forms and Precedents, Chapter 19: Security for Costs", LexisNexis, April 19, 2016.
- Contributing Author, "Trademark Law and Regulation", (chapter on trademark distinctiveness), Lexis Practice Advisor Canada, 2016.

Beyond Our Walls

Professional Involvement

- International Trademark Association (INTA) Publications Committee, 2020-Present
- Intellectual Property Institute of Canada (IPIC), Trademark Agent Training Committee (2019-Present), Instructor of Trademark Agent Exam Prep Course (2019-2021)

- Member, Ontario Bar Association
- Member, Canadian Bar Association

Awards & Recognitions

- Recognized in the 2022 edition of *Best Lawyers: Ones to Watch in Canada* (Intellectual Property Law).
- Recognized in the 2021 edition of *WTR 1000 — The World's Leading Trademark Professionals*.
- Ranked in the 2020 and 2021 editions of *Expert Guides* as a Rising Star in Trademarks.
- Awarded the "Rising Star in IP" at the Euromoney LMG Americas Women in Business Law Awards 2019.

Bar Admission & Education

- Ontario, 2014
- JD, Osgoode Hall Law School, York University, 2013
- MSc, University of Toronto, 2009
- HBMSc, University of Western Ontario, 2007

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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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