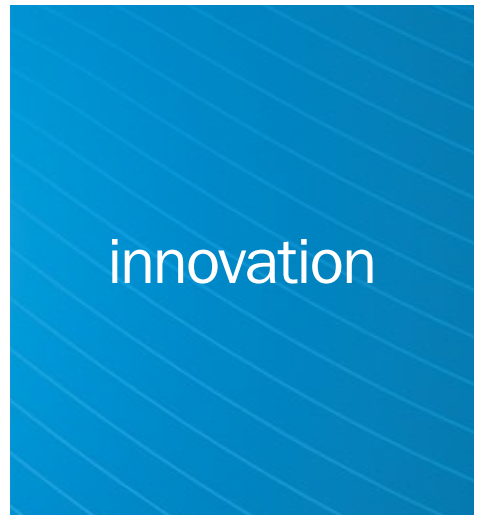


intellectual property



we can make it easy for you

rankings

one of the largest law firms
in Canada

700+ legal professionals
across 9 offices worldwide

14 consecutive years ranked
as a leader in trade-mark,
copyright and patent law
Managing Intellectual Property,
2010 World IP Survey

#1 Intellectual Property firm
in Canada
Chambers Global Guide 2009

Every step on the way to market presents different challenges—Gowlings helps in overcoming all of them. We strategically protect and enforce your intangible assets and help you maximize their value. Our capabilities span the globe, with over 130 legal professionals practising in the areas of patents, trade-marks, copyright, entertainment, advertising, marketing and regulatory affairs.

The experience you need to get the job done efficiently. For over 100 years, we have been litigating and winning cases for clients worldwide. With a level of technical and legal expertise that is unmatched, our professionals provide exceptional representation in a dynamic and competitive market.

Taking your business to new heights. A combination of subject-matter knowledge, industry expertise and creative thinking is the foundation for the innovative solutions we provide. Our national full-service platform allows us to provide you with advice on matters that go beyond traditional intellectual property issues.

our clients include

- BIOTECCanada
- Law Society of Upper Canada
- Consolboard Inc.
- Sanofi-Synthelabo Canada Inc.
- Unilever Canada Inc.
- Nike Inc.
- Bayer Inc.
- Sun Products Corporation
- Energizer Canada Inc.
- Schering-Plough Corporation
- Bridgeview Manufacturing and Bourgault Industries
- Eli Lilly
- Society of Composers, Authors and Music Publishers of Canada (SOCAN)

WORLD FINANCE 2010

BEST IP TEAM IN RUSSIA

MANAGING INTELLECTUAL PROPERTY
2009

CANADIAN FIRM OF THE YEAR
FOR PATENT AND TRADE-MARK
PROSECUTION

PLC WHICH LAWYER?

TOP RANKED CANADIAN FIRM
AND RANKED 12TH IN THE WORLD

IP life cycle

INVESTIGATION

creation & screening

development of IP strategies, patent, copyright and trade-mark searches and audits, availability/registrability, advertising copy pre-clearance

filing & registration

drafting and filing of patent and trade-mark applications, prosecution of applications, patent listings, opposition proceedings, usage policies and RACJ contest filings

maintenance

global IP litigation (patents, trade-marks and copyright), anti-piracy and anti-counterfeiting strategies, advertising, promotions, packaging and labelling review, global domain name enforcement, licensing programs, commercialization strategies, misleading and comparative advertising issues, comparative advertising litigation, alternative dispute resolution, trade-mark and copyright policing

COMMERCIAL EXPLOITATION

PROTECTION

MARKETING & ADVERTISING

for innovation, results and value

WE CAN HELP WITH

- portfolio management
- infringement opinions
- validity investigations
- design-around strategies
- due diligence and audits
- oppositions
- searches (patents and trade-marks)
- licensing and franchising
- patent applications
- trade-mark applications
- commercialization strategies
- enforcement
- anti-piracy and anti-counterfeiting enforcement
- related alternative dispute resolution
- Copyright Board matters
- packaging, labelling and contest review
- clearance of advertising and promotions
- comparative and misleading advertising litigation

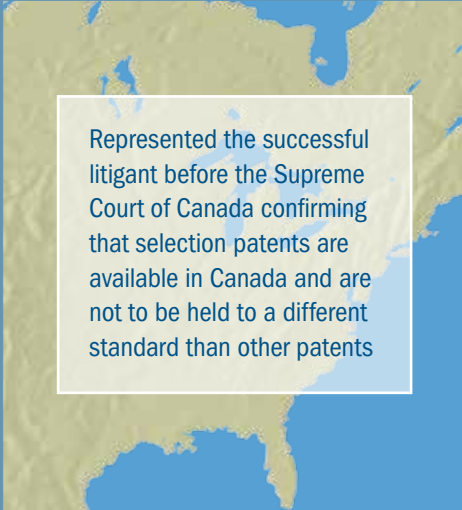
WORKING ACROSS INDUSTRIES

- life sciences
- information technology
- financial services
- manufacturing
- food
- entertainment
- multimedia
- communications
- energy and infrastructure


helping clients protect intangible assets, worldwide



Led successful interventions in the Supreme Court of Canada resulting in key decisions on the protection available for famous marks



Represented the successful litigant before the Supreme Court of Canada confirming that selection patents are available in Canada and are not to be held to a different standard than other patents



Obtained confirmation from the Supreme Court of Canada that Internet communications can be the subject of copyright protection in Canada, even if they do not originate from servers located in Canada