



firm profile

McMillan is a modern and ambitious business law firm serving public, private and not-for-profit clients across key industries in Canada, the United States and internationally. With recognized expertise and acknowledged leadership in major business sectors, we provide solutions-oriented legal advice through our offices in Vancouver, Calgary, Toronto, Ottawa, Montréal and Hong Kong. Our firm values – respect, teamwork, commitment, client service and professional excellence – are at the heart of McMillan's commitment to serve our clients, our local communities and the legal profession. For more information, please visit our website at www.mcmillan.ca.

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licensing

overview

The transfer of intellectual property (IP)—especially related to technology—is a vital element of the IP landscape. Without a robust licensing system, innovation in many industries would be significantly curtailed.

Licensing enables a patent owner to grant permission to others to use that IP, based on agreed terms and conditions, while ensuring that the patent owner retains ownership. It can also enable a trademark or copyright owner to extend the reach of their products and services.

McMillan's Intellectual Property Group frequently advises clients on technology and IP licensing agreements. Our lawyers help clients use licensing agreements as growth tools for emerging technologies such as software, electronics, business methods, chemicals, mechanics, medicine, pharmacology and biotechnology.

We apply our extensive business law and IP resources to all aspects of technology transfer and commercial transactions involving IP, including research and development, licensing, outsourcing, marketing, merchandising, distribution and international trade.

McMillan professionals help clients lead by:

- Drafting a complete range of trademark license, co-existence and concurrent use agreements
- Performing IP valuations and due diligence as part of mergers, acquisitions and divestitures
- Establishing IP holding companies with resulting licenses to IP users
- Drafting copyright license agreements in areas such as merchandising, publishing, software and social media
- Advising on ownership and licensing of IP in research agreements