



## 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](http://www.mcmillan.ca).

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## intellectual property

### overview

#### **There's no silver medal when you're second to file™**

For many companies, particularly those for whom innovation is a key competitive differentiator, intellectual property (IP) is their most valuable corporate asset—the collection of goodwill, experience, know-how, innovative processes and brands they use for delivering new products and services to market.

But properly leveraging and protecting IP often requires significant investment by a number of players—from the developers of these innovations to those who sell them.

In this high-stakes environment, companies must protect their original ideas and their connections to their customers. They require expert and diligent legal counsel to implement strategies that safeguard the integrity of their innovations.

McMillan's Intellectual Property Group understands what is at stake. We work tirelessly to anticipate our clients' challenges while responding forcefully to their threats. We are recognized as one of the leading IP practices in Canada, building on a track record of success in crafting sound IP protection and enforcement strategies that help our clients maximize the value of their critical intangible assets.

Our legal teams are made up of lawyers, patent and trademark agents, scientific consultants and law clerks. Many of our professionals have degrees in chemistry, biology, mathematics, physics and engineering, with the strong technical expertise required for a deep understanding of our client's businesses and the IP they are protecting. Our lawyers are also recognized authorities on IP, with several having taught law school courses on the topic.