



Peter Giddens

Co-Chair, Intellectual Property
Toronto

416.307.4042
peter.giddens@mcmillan.ca

education and year of call

- Called to the Ontario bar - 1999
- Dalhousie University, LLB - 1997
- Dalhousie University, B.Sc. (Hons. Biology) - 1994

practice areas

intellectual property
trademarks
copyright
social media
licensing
intellectual property litigation
confidential information
advertising
franchise and distribution
franchising and distribution disputes

industries

media, communications and
entertainment
banking, finance and insurance
cannabis practice group
life sciences
applied technology
food, beverage and agribusiness
manufacturing, distribution and retail
franchising and distribution

profile

- Registered Trade-mark Agent (Canada)

Peter Giddens is a Partner in our Toronto office and a member of the firm's Intellectual Property Group.

Peter counsels clients concerning the acquisition, clearance, management, protection, enforcement and licensing of intellectual property, with a particular emphasis on trade-mark, copyright and domain name issues.

Peter advises clients concerning the availability of trade-marks for use and registration, prepares and prosecutes applications to register trade-marks before the Canadian Intellectual Property Office, co-ordinates international filings and manages domestic and foreign trade-mark portfolios. Peter also negotiates trade-mark license agreements and other agreements affecting IP rights. Peter also manages and protects the trademark portfolios for international franchise systems, and assists our Business Law and Franchise + Distribution Law Groups with IP issues across a broad range of industries. A significant portion of his practice is representing clients in contentious matters such as trade-mark opposition and expungement proceedings before the Trade-marks Opposition Board and domain name dispute proceedings under the UDRP and CDRP. Peter also advises clients and other lawyers with respect to matters of trade-mark infringement and passing off. Peter assists our corporate and commercial lawyers on transactions involving the acquisition or disposition of IP assets, and with commercial agreements impacting IP rights. Peter is frequently asked to consult regarding corporate re-branding initiatives and to provide strategic advice concerning the proper use and maintenance of intellectual property assets.

After articling with the firm's Toronto office in 1997-98, Peter

Peter Giddens
t: 416.307.4042
peter.giddens@mcmillan.ca

joined the Intellectual Property group as an associate lawyer in 1999 and has been a partner since 2006.

directorships and professional associations

- International Trademark Association (INTA), Chair of the Trademark Office Practices Committee (2018-2019)
- International Trademark Association (INTA), Vice-Chair of the Trademark Office Practices Committee (2016-2017)
- International Trademark Association (INTA), Trademark Office Practices Committee (2010-2011)
- Intellectual Property Institute of Canada (IPIC), IPIC/CIPO Joint Liaison Committee on Trade-mark Practices
- Foreign Affiliate Member of American Intellectual Property Law association (AIPLA)
- International Association for the Protection of Intellectual Property (AIPPI)
- Canadian Bar Association
- Ontario Bar Association

representative matters

- Acted as intellectual property counsel to Rogers Media in its acquisition of CityTV from CTVglobemedia
- Acted as intellectual property counsel to AXA Canada in its acquisition of The Citadel General Assurance Company
- Acted as intellectual property counsel to Trader Media Corp. in its acquisition by Yellow Pages Media Group
- Advised Rogers Stadium Limited Partnership, part of Rogers Communications, on intellectual property issues during its purchase of the Toronto SkyDome (now Rogers Centre)
- Acted as intellectual property counsel to Rogers Communications in its acquisition of The Toronto Blue Jays Baseball Club and continues to provide intellectual property advice to the team's ownership, including sponsorship, licensing and marketing activities
- Provides ongoing counsel to world-famous brands in industries including: beverage alcohol, insurance, financial services, furniture retail, professional sports; entertainment; film production; telecommunications; education; cosmetics; food; security; professional services; software; kitchen appliances
- Meets with government officials regarding proposed changes to Canada's trade-mark legislation and regulations

awards and rankings

- Recognized by *Chambers Canada (2020)* as a leading

Peter Giddens
t: 416.307.4042
peter.giddens@mcmillan.ca

lawyer in the area of Intellectual Property

- Recognized by *Best Lawyers in Canada (2020)* as a leading lawyer in the area of Intellectual Property Law
- Listed in *2019 Managing Intellectual Property's IP Stars - The Guide to the World's Leading IP Firms and Practitioners*
- Listed in *Who's Who Legal Canada: 2018* as a leader in Trademarks
- Recognized by *Best Lawyers in Canada (2019)* as a leading lawyer in the area of Intellectual Property Law
- Listed in *Best Lawyers in Canada (2018)* as a leading lawyer in the area of Intellectual Property Law
- Repeatedly recommended, Intellectual Property, in the 2017 *Canadian Legal Lexpert Directory*
- Listed in the *Canadian Legal Lexpert Directory 2016* as leading lawyer in the area of Intellectual Property
- Listed in World Trademark Review's WTR 1000 – The World's Leading Trademark Professionals
- Listed in *Managing Intellectual Property's IP Stars - The Guide to the World's Leading IP Firms and Practitioners*
- Recipient of the International Trademark Association Service Award for the Advancement of Trade Mark Law, 2005

publications

June 2019

TOP TWELVE THINGS TO KNOW - New Canadian Trademarks Act June 17, 2019
Intellectual Property Bulletin

April 2018

Canada Announces a National Intellectual Property Strategy
Intellectual Property Bulletin

January 2018

The Top 10 Trademark Cases of 2017
Intellectual Property Bulletin

July 2015

Internet and E-Commerce Law In Canada
Social Media and Website as National Communication
Platforms in Canada in Light of French Language Requirements

April 2015

Social Media and Websites as National Communication
Platforms in Canada in Light of French Language Requirements
Intellectual Property Bulletin