



Michael E. Reid

Co-Chair, Startups and Emerging Companies
Vancouver

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education and year of call

- Called to the British Columbia bar - 2011
- Osgoode Hall Law School, Certificate in Entertainment Law - 2013
- University of British Columbia, LLB - 2010
- Simon Fraser University, BA - 2003

practice areas

business law
entertainment and media
copyright
licensing
technology
privacy and data protection
intellectual property
e-commerce
cybersecurity
cryptocurrency and blockchain
franchise and distribution
franchising and distribution disputes

industries

applied technology
food, beverage and agribusiness
startups and emerging companies
media, communications and
entertainment
retail
biotechnology

profile

Mike Reid is a business lawyer with a technology focus, often working with founders and other executives from the software, video gaming, and entertainment industries, at all stages of a company's life cycle from startup, through growth, to exit.

Mike is a trusted legal advisor helping guide clients through their various corporate process and business issues. Specifically, he advises clients on corporate/commercial law including intellectual property, franchise, privacy, and licensing. He also acts on transactional matters including purchase and sale of private company shares and assets, as well as equity and debt financings.

Prior to practicing law Mike had a career in marketing and communications working for a wide range of local BC clients. He brings to his legal practice a practical understanding of what it takes to grow successful business ventures in the modern economic landscape.

Mike is also an active member of the team spearheading the McMillan Startups initiative, providing tips, tools and programs for entrepreneurs and their startup ventures. Find out more and read blog updates at mcmillanstartups.ca.

directorships and professional associations

- Director, Pacific Legal Outreach and Education Society
- Former Director, Simon Fraser University Alumni Association
- Vancouver Bar Association
- Canadian Bar Association

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cannabis practice group
franchising and distribution
video games and esports

- IT.Can (Canadian IT Law Association)
- iTechLaw (International Tech Law Association)

representative matters

- Acted for Emblem Corp. in its qualifying transaction by way of a three-cornered amalgamation to become a publicly traded medical marijuana producer
- Acted for Bit Stew Systems in its acquisition by GE Digital, a deal valued at USD\$153M
- Acted for Plentyoffish Media Inc. ("POF") and its founder Markus Frind in POF's acquisition by The Match.com Group for US\$575 million in cash
- Acted for Markus Frind and Frind Holdings Ltd. in the USD\$25M Series A private equity financing of Cymax Stores Inc. led by Frind Holdings, BDC Ventures and Salman Partners in 2015
- Acted for Rostrum Medical Innovations Inc. in its Series A equity financing
- Acted for Bit Stew Systems Inc. in its Series C equity financing lead by Kensington Venture Fund
- Acted for Bit Stew Systems Inc. in its Series B equity financing lead by GE Ventures LLC and BDC Capital
- Acted for Bit Stew Systems Inc. in its Series A equity financing lead by Cisco Systems, Inc. and Yaletown Venture Partners
- Acted for Chongqing Zongshen Tianchen General Aviation Investment and Development Co., Ltd. in its acquisition of a 49% equity interest in Harbour Air, of Vancouver, BC
- Acted for a financial services company in its acquisition of numerous business operations throughout British Columbia
- Acts for Hulo Films Inc. in securing and exploiting intellectual property rights for transmedia and film projects, including [Milton's Secret](#)

teaching engagements

- March 2015 - Business & Technology II: Technology Issues in Contracts, Speaker, CLE BC
- Overview of Privacy Law in Canada – Capilano University, Paralegal Program, annual presentation 2013 - present

publications

March 2019

How Are CBD Products Regulated Under Canadian Cannabis Law?
Business Law Bulletin

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November 2017

Protection of Inventions Related to the Marijuana Industry
Intellectual Property Bulletin

November 2, 2017

Domain Name Squatters Lose - Again
Intellectual Property Bulletin

January 2017

Reminder: BC Franchise Legislation in Effect February 1st, 2017
Franchise Bulletin

October 2016

Franchise Legislation has Arrived in British Columbia
Franchise Bulletin

September 2016

International Data Transfers to and from Canada
Cybersecurity Bulletin

September 2016

An Introduction to the New *Access to Cannabis for Medical Purposes Regulations (ACMPR)*
Business Law Bulletin

August 2016

From Franchisor to Joint Employer – Update on Potentially Increasing Liabilities of Franchisors for the Employees of their Franchisees
Litigation and Employment and Labour Relations Bulletin

July 2016

Tips for Startups – Understanding the Stages of Equity Financing
Business Law Bulletin

July 2016

Tips for Startups - Understanding Debt vs. Equity Investments
Business Law Bulletin

February 2016

Top Ten (Legal) Tips for Startups
Business Law Bulletin

November 2015

Franchise Legislation is Coming to British Columbia
Franchise Bulletin

July 2015

More Changes to Cyber Security Laws on the Horizon?
Privacy Bulletin

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2015

Chapters "Website Development" and "Website Hosting"
Practical Guide to e-Commerce and Internet Law, Lexis Nexis,
Toronto, authors/editors Eloise Gratton and Elisa Henry

July 2014

Medical Marijuana under the MMPR: A new crop of legal
considerations
Business Law Bulletin

January 19, 2014

AM 650's The Law Show with Stirling Faux
Radio broadcast on AM 650 regarding intellectual property and
privacy law

December 2013

Cloud Computing: Privacy and Other Risks
Employment and Labour Bulletin
Submitted to the Canadian Corporate Counsel Association
(CCCA) webinar, December 2013