



## Jennifer McKenzie

Partner

### Contact Information

416 860 6552  
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### Office

Toronto

### Expertise

- Intellectual Property
- Blockchain & Digital Assets
- Cannabis
- Competition & Foreign Investment
- Information Technology & Data Privacy
- Litigation
- Regulatory

### Biography

Jennifer McKenzie\* (she/her/hers) is a partner in the Intellectual Property Group at Cassels and a Registered Canadian Trademark Agent. As a recognized leader in branding, regulatory, advertising, and marketing law, Jennifer advises both domestic and international clients on their portfolios. From the selection and clearance of trademarks to the legal review of advertising and claim substantiation, Jennifer provides advice in a wide range of industry sectors from prepackage consumer goods to regulated products such as cannabis, drugs, medical devices, cosmetics, food, and alcoholic beverages. Jennifer offers extensive experience in trademark prosecution and enforcement, and has represented clients in regulatory investigations, competitive trade disputes, and appeared before Ad Standards. She also advises clients on federal and provincial privacy legislation for the private sector, including Canada's anti-spam law, and the drafting of consumer facing privacy policies and terms of use. In addition, Jennifer helps clients in relation to promotion and contest design and the drafting of commercial agreements including social influencer agreements and co-promotion agreements. For her work, Jennifer is recognized by such authorities as *Chambers Canada*, *Lexpert*, and *Who's Who Legal*. In 2022, Jennifer was named Toronto's "Lawyer of the Year" for Advertising & Marketing by *Best Lawyers*.

Jennifer sits on the Influencer Marketing Steering Committee of Ad Standards, the Cannabis Working Group for the Canadian Marketing Association, and is the Vice-Chair of the Marketing Practices Committee of the Canadian Bar Association.

Jennifer is also a frequent speaker on marketing and advertising law and intellectual property and has written extensively in these areas. She has spoken for organizations such as the Intellectual Property Institute of Canada (IPIC), Intellectual Property Owners Association (IPO), and the Ontario Bar Association (OBA).

Prior to joining Cassels, Jennifer was a partner at a leading intellectual property firm, where she led the Regulatory, Advertising & Marketing Group and co-led the Cannabis and COVID-19 Groups.

*\*Services provided through a Professional Corporation*

## Achievements

- *Best Lawyers in Canada* (Advertising & Marketing; Cannabis; Intellectual Property)
- *Best Lawyers in Canada*, Lawyer of the Year (Advertising & Marketing Law – Toronto) (2022)
- *Canadian Legal Lexpert Directory* (Advertising & Marketing, Intellectual Property)
- *Chambers Canada* (Advertising & Marketing)
- *Who's Who Legal: Canada* (Trademarks)
- *Who's Who Legal: Trademark Law*
- *WTR1000: The World's Leading Trademark Professionals* (Prosecution & Strategy)
- Registered Trademark Agent (2005)

## Client Commentary

- “Jennifer McKenzie stands out as an expert in the field. She has a great deal of experience and a nuanced approach to her analyses.” – *Chambers Canada (Advertising & Marketing)*
- “Jennifer is a go-to lawyer when it comes to Canadian advertising and marketing law.” – *Chambers Canada (Advertising & Marketing)*

## Recent Representative Work

- Riverside Acquires Cloudpermit
- Wavecrest Growth Partners Invests in Cardata Consultants
- Essity Acquires Knix Wear for US\$320 Million
- Carson Dunlop Acquires Carson, Dunlop & Weldon and National Property Inspections for \$18.6 Million, with Strategic Investment from FAX Capital
- Brookfield Acquires the Lottery Business of Scientific Games Corporation for US\$5.8 Billion

## Insights

- Protected: Ontario Mulls Regulations To Accompany the Modernized Consumer Protection Act
- Trademarks in Quebec: New Regulations Offer Clarity to Brand Owners
- Trademarks in Québec: Draft Regulations Provide a Little More Certainty for Brand Owners

## **Education / Bar Admissions**

- LL.B., Queen's University, 1992
- B.A. (Hons.), Western University, 1989
- Ontario, 1994