

Cassels IP Group Welcomes New Members to the Team

Jennifer McKenzie, Mark Davis, Sebastian D. Beck-Watt, Kassandra Shortt

April 27, 2022

Cassels is excited to have recently welcomed several new members to its Intellectual Property Group, including Jennifer McKenzie, Mark Davis, Sebastian Beck-Watt, and Kassandra Shortt.

A skilled practitioner and Registered Trademark Agent, partner **Jennifer McKenzie** offers extensive experience with regulatory, advertising, and marketing law along with trademark prosecution and enforcement. Jennifer reviews advertising and claim substantiation for clients in a wide-range of industry sectors from prepackage consumer goods to regulated products such as drugs, medical devices, cosmetics, food and alcoholic beverages, she has represented clients in competitive trade disputes, and appeared before Ad Standards. She provides advice to 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. Jennifer also helps clients in relation to promotion and contest design.

An accomplished intellectual property litigator, partner **Mark Davis** is certified as a Specialist in Intellectual Property (Patents/Trademarks/Copyright) by the Law Society of Ontario. Mark offers significant experience in patent and trademark litigation, including in proceedings involving pharmaceutical and biologic products under the *Patented Medicines (Notice of Compliance) Regulations*, as well as in anti-counterfeiting, trade secret and breach of confidence, copyright, and industrial design disputes. He has successfully argued numerous precedent-setting intellectual property cases at trial and on appeal. Mark is also a Registered Trademark Agent who designs brand strategies and manages trademark portfolios for some of the world's largest companies.

Associate **Sebastian D. Beck-Watt** advises on the acquisition, protection, enforcement, and commercialization of intellectual property in a variety of sectors. His practice involves both litigation and solicitor work and he has experience in a range of intellectual property and related areas, including trademarks, copyright, marketing and advertising, licensing, and domain name matters.

Associate **Kassandra Shortt**'s practice is focused on complex intellectual property disputes, with an emphasis on patent litigation. Kassandra has experience providing strategic advice and acting in disputes across many innovative industries, including the life sciences, food and agriculture, consumer products, and energy sectors. She has acted as counsel for clients before the Federal Court and the Federal Court of Appeal, including proceedings under the *Patent Act*, *Patented Medicines (Notice of Compliance) Regulations*, *Trademarks Act*, *Copyright Act*, and *Industrial Design Act*.

The addition of these talented practitioners further enhances our offerings in all areas of intellectual property

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law, and we are thrilled with their decision to join Cassels.

This publication is a general summary of the law. It does not replace legal advice tailored to your specific circumstances.