



Mark D. Penner

Partner

Contact Information

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Office

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Expertise

- Intellectual Property

Biography

Mark D. Penner (he/him/his) is a partner in the Intellectual Property Group at Cassels. His practice focuses on all aspects of the acquisition, protection, enforcement and strategic use of a wide range of intellectual property assets in Canada and around the world.

Acting for a range of clients – from individual investors, start-ups, and other early stage companies to large multinational companies, Mark provides strategic advice in a variety of technology areas, including biotechnology, chemistry, energy, social media, insurance, communications and digital marketing.

Mark regularly speaks and writes extensively on all aspects of intellectual property rights, particularly the commercialization of IP rights for start-ups as well as commercial matters for companies with respect to IP rights in national, cross-border, and multinational commercial transactions. He is frequently sought after by national and international media as a commentator on IP matters.

Mark offers specific expertise in the areas of:

- **Patents & Industrial Designs:** As a registered patent agent with the Canadian Intellectual Property Office (CIPO), Mark advises clients on the drafting and prosecuting of patent applications in Canada and throughout the world, covering a range of subject matters, including biotechnology, chemistry and other life sciences.
- **Trademark Protection:** As a registered trademark agent, Mark advises local, national and international clients on how to efficiently and effectively conduct branding strategies as well as protect, maintain and enforce trademark rights in Canada, the United States and other jurisdictions.
- **Commercial Intellectual Property & Commercialization of IP:** Mark is frequently called upon to advise clients on commercializing intellectual property rights, including technology acquisition and licensing, freedom to operate and patentability opinions, as well as IP components of high value national, cross-border and multi-jurisdictional corporate transactions (e.g. financing, mergers and acquisitions and joint

ventures).

Mark is a Registered Trademark Agent in Canada and a Registered Patent Agent in Canada and the United States.

Prior to joining Cassels, Mark worked as a partner in the Intellectual Property Group of another prominent national firm for two decades.

Achievements

- Registered Patent Agent, United States, 2021
- Registered Patent Agent, Canada, 2000
- Registered Trademark Agent, Canada, 1998
- *Best Lawyers in Canada* (Intellectual Property)
- *IAM Patent 1000* (Prosecution)
- *IAM Strategy 300* (IP Strategy)
- *WTR 1000* (Trademarks)

Insights

- New USPTO Patent Rule Takes Effect July 20: What Canadian Patent Applicants and Owners Need to Know

Education / Bar Admissions

- LL.B., Queen's University, 1995
- M.Sc. (Immunology), University of Toronto, 1994
- B.Sc. (Biochemistry), Queen's University, 1989
- Ontario, 1997

Associations

- Canadian Bar Association
- Intellectual Property Institute of Canada
- International Trademark Association
- Ontario Bar Association