

Cassels



Alison Hayman

Partner

Contact Information

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Office

Toronto

Expertise

- Intellectual Property
- Business
- Cannabis

Biography

Alison Hayman is a partner in the Business Law Group at Cassels and serves as Co-Chair of the firm's Intellectual Property Group. She is also a Registered Trademark Agent. Alison advises clients on the protection, enforcement and licensing of intellectual property, with a focus on trademarks. She manages the Canadian and international trademark portfolios of a wide of range of businesses, including retailers, fashion and home décor brands, and automotive manufacturers. She regularly provides opinions on the availability of new trademarks and helps clients register marks around the world. Alison also advises on infringement matters and conducts trademark opposition proceedings before the Canadian Intellectual Property Office's Opposition Board. She also assists with the protection of copyright, confidential information and trade secrets.

Alison frequently advises on ownership, assignment and confidentiality provisions in employment and independent contractor agreements. Her practice also includes advising on mergers & acquisitions, corporate re-organizations and other corporate transactions involving intellectual property, particularly in the technology sector.

Representative examples of Alison's experience include:

- Managing the domestic and foreign trademark portfolio of one of Canada's largest retailers, advising on branding and filing strategy, licensing, disputes and new brand acquisitions
- Acting as trademark counsel to several international fashion brands and prominent Canadian designers specializing in housewares
- Providing trademark clearance and enforcement in Canada for one of the world's largest automotive manufacturers
- Defending a German industrial door manufacturer in Canadian trademark and copyright litigation and successfully staying the claim on the basis of an arbitration clause
- Providing strategic advice in connection with the acquisition and licensing of intellectual property in the mining sector
- Assisting with software licensing and technology acquisitions for a major consumer electronics company

- Providing brand strategy and brand clearance and registration services for businesses in the cannabis sector

Alison is recognized as a leader in her field by such authorities as the *WTR1000*, *Best Lawyers in Canada* and *Lexpert*. She is also noted as an 'IP Star' and listed as one of the 'Top 250 Women in IP' by *Managing Intellectual Property*.

Achievements

- *Best Lawyers in Canada* (Intellectual Property)
- *Canadian Legal Lexpert Directory* (Intellectual Property)
- *Managing Intellectual Property*, IP Star (Trademark)
- *Managing Intellectual Property*, Top 250 Women in IP
- Registered Trademark Agent
- *Who's Who Legal: Canada* (Intellectual Property, Trademarks)
- *WTR1000: The World's Leading Trademark Professionals*

Client Commentary

- "Renders a first-class service characterised by dedication and responsiveness." – *WTR1000*

Recent Representative Work

- Lion Equity Partners Acquires Elkhart Tri-Went Industrial
- inTEST Completes Acquisition of Acculogic
- Ultralife Acquires Excell for US\$23.5 Million
- TPG Global Acquires Leading Sound Stage Owner Cinespace
- Dundee Corporation Closes \$63 Million Sale of Non-Core Blue Goose Subsidiary

Insights

- Canadian Trademarks Office Rolls Out Automated Analysis to Expedite Examination
- Ontario Government Takes Steps to Expand the Private Retail Market for Cannabis
- Advertising & Marketing Cannabis in Canada

Pro Bono & Community Involvement

- Cassels Pro Bono Committee, Member

Education / Bar Admissions

- LL.M., London School of Economics, 2003
- LL.B., University of Victoria, 2001
- B.Comm. (Economics), Mount Allison University, 1998

- Ontario, 2003

Associations

- Canadian Bar Association
- Intellectual Property Institute of Canada (IPIC), Former Member, Trademark Practices Committee (2016-2017)
- International Trademark Association (INTA), Former Chair, Internet Committee, IANA Transition and Accountability Subcommittee (2016-2017)
- Toronto Intellectual Property Group
- Ontario Bar Association