



## Eric Mayzel

Partner

### Contact Information

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### Office

Toronto

### Expertise

- Intellectual Property
- Class Actions
- Franchise
- Litigation
- Entertainment & Sports

### Biography

Eric Mayzel is a partner in the Litigation Group at Cassels. Eric's practice focuses on intellectual property, including copyright, trademark, trade secrets, and entertainment matters, as well as the resolution of franchise law disputes, including rescission claims. Eric prioritizes a strategic and practical approach to litigation based on an understanding of each client's goals.

In his IP practice, Eric strives to help clients resolve disputes, both in and out of court. He has appeared before all levels of the Federal Court and Ontario courts and the Supreme Court of Canada. Eric works with clients across a broad range of industries, including music, film and TV, franchising, and manufacturing. Eric has played key roles in ground-breaking hearings before the Copyright Board of Canada and in related proceedings. Eric is often called upon to protect clients' brands, copyright, and personality rights (name, image and likeness) on the Internet, including in relation to domain name disputes.

Eric's franchise practice benefits from his knowledge of franchise law and the commercial and IP issues affecting the franchise industry. He was part of a litigation team that defeated a \$100 million franchise rescission class action (*1250264 Ontario Inc. v. Pet Valu Canada Inc.*, 2016 ONCA 24). Eric also has experience enforcing non-competition and confidentiality agreements, including through urgent legal proceedings and with the use of digital forensic evidence. In addition to court proceedings, Eric has acted in numerous arbitrations and mediations, including a complex international arbitration matter.

Eric is co-chair of the inaugural Toronto Chapter of the Copyright Society and a coach for the Harold Fox Intellectual Property Moot. He has been recognized by *Managing IP* as a "Rising Star" and a Notable Practitioner. Eric has previously served as an executive member of the Ontario Bar Association's Intellectual Property/Information Technology section.

### Achievements

- *Best Lawyers in Canada* (Intellectual Property Law, Entertainment Law)

- *Canadian Legal Lexpert Directory* (Entertainment)
- *Lexpert*, Top 10 Business Decisions of 2021/2022 (*Society of Composers, Authors and Music Publishers of Canada v. Entertainment Software Association*)
- *Managing Intellectual Property*, IPStar (Notable Practitioner; Rising Star 2019)
- *Managing Intellectual Property*, ManagingIP Awards, Impact Case of the Year (2023)
- *Legal500 Canada* (Intellectual Property) (Next Generation Partner)

## Recent Representative Work

- Federal Court of Appeal Confirms Availability of Site-Blocking Orders in Canadian Copyright Cases
- SOCAN Secures Leave to Appeal to Supreme Court of Canada in *Entertainment Software Association v. SOCAN*
- Music Industry Coalition Secures Leave to Intervene before Supreme Court of Canada in *York University v. Access Copyright*
- Music Industry Coalition Intervenes Before Federal Court of Appeal in First Ever Site-Blocking Injunction Case

## Insights

- Copyright: 2023 Year in Review
- Talk Is Not Always Cheap – AI Chatbot's Misinformation Leads to Liability
- Canada Launches Consultation on Copyright in the Age of Generative Artificial Intelligence

## Pro Bono & Community Involvement

- Pro Bono Ontario, Volunteer Lawyer

## Education / Bar Admissions

- J.D., Osgoode Hall Law School, 2009
- B.A., York University, 2005
- Television Broadcasting, Seneca at York – School of Communication Arts, 2005
- Ontario, 2010

## **Associations**

- ALAI Canada
- Canadian Bar Association
- Copyright Society of the USA (CSUSA)
- Ontario Bar Association
- The Advocates' Society
- Toronto Intellectual Property Group
- Intellectual Property Institute of Canada (IPIC)