



Bereskin & Parr Ranked Gold for Canada and Twelve Professionals Recognized in World Trademark Review 1000 2021

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Bereskin & Parr LLP is honoured with top-tier gold ranking for Canada in the 2021 edition of World Trademark Review 1000 – The World’s Leading Trademark Professionals.

As noted in WTR 1000 2021, “An “essential strategic partner in Canada” to a litany of domestic and international rights holders, Bereskin & Parr stands tall as one of the largest and best IP firms on the market. Testament to its powerhouse status, the firm has no fewer than 12 representatives in the WTR 1000 for 2021, including many Canadian IP celebrities.”

Congratulations to the following twelve Bereskin & Parr professionals for their inclusion in this year’s ranking:

- **Dan Bereskin**
 - Luminaries

- **Scott MacKendrick**
 - Enforcement and Litigation - Silver
 - Prosecution and Strategy - Silver

- **Mark Robbins**
 - Enforcement and Litigation - Silver

- **Don Cameron**
 - Enforcement and Litigation - Bronze

- **Janice Bereskin**
 - Prosecution and Strategy - Silver

- **Susan Keri**
 - Prosecution and Strategy - Silver

- **Brigitte Chan**
 - Prosecution and Strategy - Silver

- **Mina Chana**
 - Prosecution and Strategy - Silver

- **Jennifer McKenzie**
 - Prosecution and Strategy - Bronze

- **Meghan Dillon**
 - Prosecution and Strategy - Bronze



- **Jonathan Burkinshaw**
 - Prosecution and Strategy - Bronze
- **Terry Edwards**
 - Prosecution and Strategy - Bronze

Here is the World Trademark Review 1000 analysis:

An “essential strategic partner in Canada” to a litany of domestic and international rights holders, Bereskin & Parr stands tall as one of the largest and best IP firms on the market. Testament to its powerhouse status, the firm has no fewer than 12 representatives in the WTR 1000 for 2021, including many Canadian IP celebrities. One of those is lumina**Daniel Bereskin**, who has enriched IP life in the country immeasurably; another is brand protector and portfolio manager **Janice Bereskin**, who leads the trademark group and serves as a member of the firm’s executive committee. She has fostered a highly collaborative approach that sees multiple practitioners work seamlessly and synergistically to render a tailored service to prestigious patrons. For a household-name snack and drink company, for example, Bereskin**Jonathan Burkinshaw** and **Scott MacKendrick** link up to great effect. “Janice and Jonathan are so responsive, practical and supportive – they are people you can bounce ideas off and who will give you well-thought-out strategies that fit your needs. They also add value through their education efforts.” MacKendrick is a savvy litigator and trademark prosecution pro with a tonne of experience**Brigitte Chan** and **Mark Robbins**, meanwhile, join forces to represent a leading retailer, giving it the benefit of their combined wisdom. Focused principally on counselling, Chan is appreciated by in-house counsel for her “up-to-date knowledge of relevant industry trends” and “advice which translates well for a business audience”. Robbins is a contentious sharpshooter adept at internet-related trademark litigation and enforcement. For mar**Susan Keri** – a major rainmaker of the practice – is the go-to; as a barrister, solicitor and trademark agent, she sees the whole playing field for clients. Another preferred choice,**Mina Chana** “consistently delivers when you need quick, practical but thorough advice”. For regulatory, advertising and marketing matters, **Jennifer McKenzie** fits the bill perfectly: exemplifying Bereskin & Parr’s success as a one-stop shop for brand owners, she has a skillset that rounds out the firm’s offering nicely. Likewise**Meghan Dillon**, a vital contributor to multiple practice groups, including copyright and digital media, data privacy, trademarks and advertising and marketing. Highly reputed agent**Terry Edwards** stands out for her trademark specialisation and thought leadership; while**Donald Cameron** is the top IP litigator on deck.

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