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Experience

Adam Aucoin is an articling student with Bereskin & Parr LLP. His practice focuses on trademark clearance and prosecution, copyright law, marketing and advertising law, and litigation.

Adam graduated from the Juris Doctor program at the University of Toronto and holds a Bachelor of Arts in English from the University of California, Berkeley. During his academic career, Adam was an Advertising and PR Manager for the Jazz Ensembles Department at Berkeley where he gained valuable experience in brand management, advertising campaigns, and social media marketing.

Prior to being an articling student, Adam was a summer student with the firm.

Recent Articles

- A Way with Words: Strategies for Reducing the Likelihood of an Objection to Description of Goods and Services in Canadian Trademark Applications
- Supreme Court of Canada Puts the Breaks on Uber's Arbitration Clause

Practice Groups

Copyright & Digital Media
Litigation
Regulatory, Advertising & Marketing
Trademarks

Education

J.D., University of Toronto, 2021
B.A. (English), University of California, Berkeley, 2018