



**François Larose**  
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## Experience

François Larose is a lawyer, trademark agent and partner with Bereskin & Parr LLP. His practice focuses on all aspects of trademark law in addition to copyright, IP related agreements, and IP related regulatory issues, such as to the *Charter of the French Language*. He represents clients – local, national and multinational, from all industries – before the courts and tribunals in any intellectual property rights litigation.

François' masters of law degree from McGill University has a specialization in intellectual property law. He also holds a Bachelor's Degree in Business Administration from the Université du Québec en Outaouais.

François sits on the Non-traditional Marks Committee of the International Trademark Association (INTA). He is also a workshop leader at the Understanding Trademarks summer course offered by the Intellectual Property Institute of Canada (IPIC) and McGill University. He was Co-Chairperson for the Course for four years after serving as Director for the 2016 edition of the Understanding Trademarks summer course and Assistant-Director for the 2015 edition. He is also instructor for IPIC's Trademark Agent Examination Prep Course.

François is a member of the firm's Diversity & Inclusion Committee and co-chair of the Copyright & Digital Media group.

Prior to joining Bereskin & Parr, François practiced at a Montréal firm specializing in business law.

François is fluent in French and English, and speaks Bocce.

## Recent Articles

- Charter of the French Language: Reality Check on Bill 96 and its Impacts on Trademark Use in Québec

## Practice Groups

Copyright & Digital Media  
Dispute Resolution  
Licensing & Transactions  
Litigation  
Privacy, Cybersecurity & Data Protection  
Regulatory, Advertising & Marketing  
Trademarks

## Education

LL.M., McGill University, 2002  
LL.L., Université d'Ottawa, 1999  
B.A.A., Université du Québec en Outaouais, 1995

## Qualifications

Registered Canadian Trademark Agent, 2006  
Admitted to the Québec Bar, 2002

## Professional Memberships

Association des juristes pour l'avancement de la vie artistique (AJAVA)  
Association des Praticiens du Droit des Marques et des Modèles (APRAM)  
Association Littéraire & Artistique Internationale (ALAI)  
Intellectual Property Institute of Canada (IPIC), Fellow  
Licensing Executives Society (LES)



- 2022 Year in Review: Canadian Copyright
- 70 Is the New 50: Term of Copyright Protection in Canada to Become "Life Plus 70" on December 30, 2022
- A score for "life plus 70": Canada now one step closer to extending the term of copyright
- The Copyright Ownership Boomerang: Automatic Reversionary Interests in Canada

### **Accolades**

- Mondaq Thought Leadership Awards Winners
- Bereskin & Parr Ranked Gold for Canada and Twelve Partners Recognized in World Trademark Review 1000 - 2023
- Bereskin & Parr Partners Listed in 2023 Best Lawyers in Canada
- Who's Who Legal: IP 2022 Recognizes B&P's Leading Professionals
- Bereskin & Parr Ranked Gold for Canada and Twelve Professionals Recognized in World Trademark Review 1000 2022