



## Jennifer McKenzie

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### Experience

Jennifer McKenzie is a partner with Bereskin & Parr LLP and leader of the Regulatory, Advertising & Marketing practice group and co-leader of the Cannabis practice group.

Jennifer has extensive experience with regulatory, advertising and marketing law. Jennifer reviews advertising and claim substantiation for clients in a wide-range of industry sectors from prepackaged consumer goods to regulated products such as drugs, medical devices, cosmetics, food and alcoholic beverages. Jennifer has represented clients in competitive trade disputes before Ad Standards and the Pharmaceutical Advertising Advisory Board, and provides advice to clients on federal and provincial privacy legislation for the private sector, including Canada's anti-spam law, and the drafting of consumer facing privacy policies and terms of use. Jennifer helps clients in relation to promotion and contest design.

Jennifer also has extensive experience in trademark prosecution and enforcement.

She is recognized as a leader in her profession in both advertising and intellectual property law and has been ranked in a number of directories, including the *Canadian Legal Expert Directory*, *Who's Who Legal: Trademarks*, *Chambers Canada Guide* and *Best Lawyers in Canada*.

Jennifer is a frequent speaker on marketing and advertising law and intellectual property, and has written extensively in these areas. She has spoken for organizations such as the Intellectual Property Institute of Canada (IPIC) Intellectual Property Owners Association (IPO), and the Ontario Bar Association (OBA).

She is a member of the Intellectual Property Institute of Canada's (IPIC) Forums & Seminars Committee and a member of the International Trademark Association's (INTA) Unfair Competition Committee.

### Recent Articles

- The Three C's – Cannabis, Collection and Canada: Regulators

### Practice Groups

Artificial Intelligence (AI)  
Cannabis  
Cleantech  
Copyright & Digital Media  
Licensing & Transactions  
Medical Devices  
Privacy, Cybersecurity and Data Protection  
Regulatory, Advertising & Marketing  
Trademarks

### Education

LL.B., Queen's University, 1992  
B.A. (Hons.), Western University, 1989

### Qualifications

Registered Canadian Trademark Agent, 2005  
Admitted to the Ontario Bar, 1994

### Professional Memberships

Advertising Standards Canada (ASC)  
Canadian Bar Association (CBA)  
Canadian IT Law Association (IT.CAN)  
INTA Unfair Competition Committee, Member  
Intellectual Property Institute of Canada (IPIC),  
Fellow  
Toronto Intellectual Property Group (TIPG)  
Women's Law Association of Ontario (WLAO)



Issue Guidance on Protecting Personal Information in Cannabis Transactions

- The Intersection Between Trademarks and Labelling Laws: An Illustration in the Cannabis Industry in Canada
- Ad Standards Overhauls Dispute Procedure
- GDPR Territorial Scope – Draft Guidelines Released that May Help Canadians Established Outside the EU Understand Whether They Must Comply
- Mandatory Breach Notification Regulations Now in Force

### **Accolades**

- 22 Bereskin & Parr Professionals Listed in the Canadian Legal Lexpert Directory 2019
- Bereskin & Parr Ranked Gold for Canada and Eleven Professionals Recognized in World Trademark Review 1000 2019
- Bereskin & Parr ranked in Chambers Canada 2019 as a Leading IP Law Firm
- 18 Bereskin & Parr Professionals Listed in 2019 Best Lawyers in Canada
- Twelve Bereskin & Parr Professionals Recognized in Who's Who Legal: Trademarks 2018