



**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. She is also co-leader of the Cannabis and COVID-19 practice groups.

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, a member of the International Trademark Association's (INTA) Unfair Competition Committee, and a committee member of the Canadian Marketing Association (CMA) Working Group on Cannabis Marketing.

## Recent Articles

## Practice Groups

Artificial Intelligence (AI)  
Cannabis  
Cleantech  
Copyright & Digital Media  
COVID-19  
Medical Devices  
Privacy, Cybersecurity & 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)  
Canadian Marketing Association (CMA)  
INTA Unfair Competition Committee, Member  
Intellectual Property Institute of Canada (IPIC),  
Fellow  
Law Society of Ontario (LSO)  
Toronto Intellectual Property Group (TIPG)  
Women's Law Association of Ontario (WLAO)



- Ontario Government to Launch COVID Alert, a Contact Tracing App, in July
- An Interview with Catherine Bate, Chief Legal and Policy Officer of Ad Standards – Her First Year and Advertising in the Age of COVID-19
- When it is Suggested (Sarcastically?) That Injecting Disinfectant May Be a Cure for COVID-19, it May Be Time for a Primer on Claim Substantiation
- Top Things To Know Before Running a Contest in Canada
- Tech Giants Collaborate to Fight COVID-19 Through Contact Tracing Technology

### **Accolades**

- Bereskin & Parr ranked in Chambers Canada 2021 as a Leading IP Law Firm
- 21 Bereskin & Parr Professionals Listed in 2021 Best Lawyers in Canada
- 20 Bereskin & Parr Professionals Listed in the Canadian Legal Lexpert Directory 2020
- Eight Bereskin & Parr Professionals Recognized in Who's Who Legal: Trademarks 2020
- Bereskin & Parr Ranked Gold for Canada and Fourteen Professionals Recognized in World Trademark Review 1000 2020