



**Sharyn Costin**  
B.A., M.A. (English), J.D.

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## Experience

Sharyn Costin is a partner, lawyer and registered trademark agent with Bereskin & Parr LLP. Her practice focuses on all aspects of brand protection. She has expertise in domestic and international trademark portfolio management, brand clearance, trademark protection strategy, prosecution and enforcement, as well as digital media and domain name matters.

Sharyn works with international trademark portfolios for large Canadian companies, and the Canadian portfolios of some of the biggest trademark owners in the world. She counsels clients on copyright, domain name, and related Internet matters, and has successfully represented clients in Canadian Internet Registration Authority (CIRA), Dispute Resolution Policy (CDRP) and Uniform Domain Name Dispute Resolution Policy (UDRP) domain name disputes.

Sharyn is a member of the International Trademark Association (INTA) Internet Committee as well as a member of the INTA Internet Legal Resources and Communications Subcommittee.

## Recent Articles

- Trademarks and Trade Wars – Developing an International Trademark Strategy
- Online Business Expansion May Still Result in Restricted Trademark Rights
- Planning for Change — Steps You Can Take Now in Preparation for the Changing Trademarks Act
- Dotting the ".com" and Crossing the ".sucks": How to Manage your Domain Name Portfolio
- Domain Name Scams: can you ignore the email you received about a company applying to register your mark as a domain name? GENERALLY YES!

## Practice Groups

Artificial Intelligence (AI)  
Copyright & Digital Media  
Privacy, Cybersecurity & Data Protection  
Regulatory, Advertising & Marketing  
Trademarks

## Education

J.D., University of Toronto, 2003  
M.A. (English), University of Toronto, 2000  
B.A. (Hons.), York University, 1999

## Qualifications

Registered Canadian Trademark Agent, 2006  
Admitted to the Ontario Bar, 2004

## Professional Memberships

Intellectual Property Institute of Canada (IPIC),  
Fellow  
International Trademark Association (INTA)  
Law Society of Ontario (LSO)