



**Susan Keri**  
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## Experience

Susan J. Keri is a barrister, solicitor, registered trademark agent and partner with Bereskin & Parr LLP. With over 30 years' experience, she provides clients with strategic advice on contentious and non-contentious matters in the area of trademark law. Susan's practice extends to all areas of trademark law, including clearance and opinion work, prosecution, opposition, cancellation proceedings, domain name issues, licensing, commercial transactions involving trademark assets, and assisting with the acquisition and maintenance of international trademark portfolios. Her clients include domestic businesses, as well as various multi-national corporations, in all industry sectors.

Susan is a frequent speaker on trademark law at various national and international organizations including at the International Trademark Association (INTA), the Chartered Institute of Trademark Attorneys (UK), the Pharmaceutical Trademark Group (PTMG), the Law Society of Upper Canada (LSUC), and Osgoode Hall Law School. She has written extensively in various publications, and contributed the Canadian chapter on Pharmaceutical Trademarks in the World Trademark Review Global Guide for the past several years.

Susan is frequently listed as one of Canada's leading trademark lawyers in various publications, the most recent of which include: *2022 World Trademark Review 1000 - the World's Leading Trademark Professionals*; *2022 Best Lawyers in Canada: Intellectual Property Law*; *WIPR - World IP Review Leaders 2021*, *2021 World Trademark Review 1000 - The World's Leading Trademark Professionals*, *Euromoney's 2020 Expert Guides: Women in Business Law*, *2020 World Trademark Review 1000 - The World's Leading Trademark Professionals*; *Who's Who Legal: Trademarks 2020*; *Expert Guides: Women in Business Law 2019*; *2019 Expert Guides: Guide to the World's Leading Trademark Law Practitioners*; *World IP Review (WIPR) Leaders 2019 - Trademarks and Patents Guide*; *Who's Who Legal: Canada 2019*; *2018 World Trademark Review 1000 - The World's Leading Trademark Professionals*; *World IP Review: Leaders 2017*; *Who's Who Legal: Trademarks 2016*; the 2016 edition of *World Trademark Review 1000 - The World's Leading*

## Practice Groups

Cannabis  
COVID-19  
Trademarks

## Education

LL.B., Queen's University, 1984  
B.A. (Honours), University of Toronto, 1981

## Qualifications

Admitted to the Ontario Bar, 1986  
Registered Canadian Trademark Agent, 1986

## Professional Memberships

Canadian Bar Association (CBA)  
Intellectual Property Institute of Canada (IPIC),  
Fellow  
International Trademark Association (INTA)  
Pharmaceutical Trade Marks Group (PTMG)  
Toronto Intellectual Property Group (TIPG)



*Trademark Professionals; Expert Guides: Women in Business Law 2016; 2016 Expert Guides: Guide to the World's Leading Trademark Law Practitioners; 2016 Canadian Legal Expert Directory; 2015 International Who's Who of Trademark Lawyers; Who's Who Legal Canada 2015; the 2015 World Trademark Review 1000: The World's Leading Trademark Professionals; and 2015 Expert Guides: Guide to the World's Leading Women in Business Law.*

Susan is an active member of numerous organizations involved in trademark law and practice, both nationally and internationally. She currently serves as a member of the Intellectual Property Institute of Canada (IPIIC) Educational Foundation Committee; Co-chairs the International Trademark Association (INTA) Bulletin North America Committee, and is an active member of the Pharmaceutical Trademark Group (PTMG).

Susan is fluent in the Hungarian language, and has a sound working knowledge of French.

### **Recent Articles**

- 2021 Year in Review: Key Trademark Cases in Canada
- Canadian Courts Confirm Narrow Protection afforded to Acronym Marks
- Year in Review – Key Trademark Cases from 2020
- The New Canadian Trademarks Act at Nine Months Gestation
- Canada's New Trademark Regime: Bad Faith in Opposition Cases

### **Accolades**

- Bereskin & Parr Ranked Gold for Canada and Twelve Professionals Recognized in World Trademark Review 1000 2022
- Six Bereskin & Parr Professionals Recognized in 2021 Expert Guide: Women in Business Law
- 25 Bereskin & Parr Lawyers Listed in 2022 Best Lawyers in Canada
- Bereskin & Parr Ranked Gold for Canada and Twelve Professionals Recognized in World Trademark Review 1000 2021
- Who's Who Legal: Canada 2020 Highlights Twenty Bereskin & Parr Practitioners