



Jacky Wong

Avocat-conseil

T 604.640.4046
F 604.687.1415
Vancouver
JaWong@blg.com
[LinkedIn](#)

[Marques de commerce](#)
[Litige en matière de propriété intellectuelle](#)
[Propriété intellectuelle](#)
[Droit d'auteur](#)
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Jacky specializes in intellectual property, with an emphasis on trademarks. He has extensive experience in providing targeted strategic advice to help brand owners align their intellectual property strategies with business goals and objectives.

A lawyer and trademark agent, Jacky's practice primarily focuses on trademarks, copyright, domain names, licensing and intellectual property-related transactions. He regularly assists clients in securing trademark and copyright registrations in Canada and manages their global portfolios. He is also experienced in conducting contentious trademark matters, including trademark oppositions and non-use cancellation proceedings in Canada.

Jacky enjoys learning clients' business models and using that information to build a targeted branding strategy. Drawing on his extensive experience in protecting, managing and enforcing intellectual property rights in Canada, Jacky regularly advises clients on taking proactive measures when navigating through the trademark registration process, identifying potential contentious intellectual property issues, mitigating risks and managing cost expectations.

Jacky is experienced in assisting brand owners of various sizes, ranging from multinational corporations to individually-owned businesses, operating in industries including food and beverage, fashion, finance, information technology, online retail, pharmaceutical, restaurants, and eSports. He also has particular knowledge in assisting early-stage companies with their intellectual property needs through his involvement with [BLG's StartUp & Grow™](#) program.

Jacky has specific interests in the ongoing development of laws in artificial intelligence and non-fungible tokens (NFTs).

Jacky is fluent in Cantonese and conversant in Mandarin.

Experience

- Successfully defended client's registration for the mark EN VOGUE DESIGN in a Section 45 proceeding in *Sim & McBurney v en Vogue Sculptured Nail Systems Inc.*, [2020 TMOB 9](#), and the subsequent appeal at the Federal Court, [2021 FC 172](#).
- Successfully defended client's registrations for HORLICK'S and HORLICKS in a Federal Court expungement proceeding in *Bedessee Imports Ltd. v. GlaxoSmithKline Consumer Healthcare (UK) IP Limited*, [2019 FC 206](#).
- Assisted government-funded organizations in obtaining official mark protection in Canada.
- Drafted and prosecuted Canadian trademark applications, including geographic indications and three-dimensional marks.
- Provided trademark registrability opinions, including trademark clearance projects.

Insights Rollup

- Auteur, « Succès des entreprises dans le métavers : considérations relatives à la propriété intellectuelle », article de BLG, mars 2023
- Auteur, « Réduire les délais d'examen des marques de commerce au Canada », article de BLG, juin 2021
- Auteur, « Brand protection: A comparison of U.S. and Canadian trademark systems », article de BLG, décembre 2020
- Author, "CANADA: Interlocutory Injunction Granted for Gray Market Goods," INTA Bulletin, Sept. 9, 2020
- Session II – Accessing and Protecting Your Intellectual Property, vidéo de BLG, juin 2020
- Auteur, « What You Need to Know About Geographical Indications in Canada », article de BLG, août 2019
- Auteur, « Co-Author, "Managing Canada's Changing Trademark Landscape: third party notifications, oppositions and non-use expungement proceedings," Commercial Times, June 2019 », article de BLG, juin 2019
- Auteur, « Faire face à l'évolution du régime des marques de commerce au Canada : nouvelles demandes et demandes en cours d'examen », article de BLG, mai 2019
- Presenter, Forum for Women Entrepreneurs (FWE), E-series, April 2019
- Auteur, « Managing Canada's Changing Trademark Landscape: Madrid Protocol », article de BLG, avril 2019
- Auteur, « Managing Canada's Changing Trademark Landscape: Registrations And Renewals », article de BLG, avril 2019
- Author, "CANADA: Construing Trademark Use in the Digital Age: Liberal Interpretation of Use with Respect to Retail Services," INTA Bulletin, Nov. 1, 2018
- Auteur, « U.S.-Mexico-Canada Agreement: Business Insights On Intellectual Property Issues », article de BLG, octobre 2018

- Tutor and Presenter, "Trademark Agent Tutorials for the Trademark Agent Examination," Intellectual Property Institute of Canada, November 1-2, 2017.
- Auteur, « Expansion of Geographical Indications Under CETA Now in Effect in Canada », article de BLG, septembre 2017

Beyond our Walls

Professional Involvement

- Member, Examination Board, College of Patent Agents and Trademark Agents
- Member, Intellectual Property Institute of Canada (IPIC)
- Member, International Trademark Association (INTA), INTA Bulletins Committee
- Member, Law Society of Upper Canada

Community Involvement

- Board of Directors, Vancouver Cherry Blossom Festival, 2020-2022

Awards & Recognitions

- Recognized in the 2020 and 2021 editions of Managing Intellectual Property as a Rising Star in Trademarks.

Bar Admission & Education

- Colombie-Britannique, 2018
- Ontario, 2010
- JD, Université de la Colombie-Britannique, 2009
- BSc (Hons.) in Biotechnology, Université de la Colombie-Britannique, 2006

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Borden Ladner Gervais S.E.N.C.R.L., S.R.L. (BLG) est le plus grand cabinet d'avocats canadien véritablement multiservices. À ce titre, il offre des conseils juridiques pratiques à des clients d'ici et d'ailleurs dans plus de domaines et de secteurs que tout autre cabinet canadien. Comptant plus de 725 avocats, agents de propriété intellectuelle et autres professionnels, BLG répond aux besoins juridiques d'entreprises et d'institutions au pays comme à l'étranger pour ce qui touche les fusions et acquisitions, les marchés financiers, les différends et le financement ou encore l'enregistrement de brevets et de marques de commerce.

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