



Jennifer Ponton

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[Propriété intellectuelle](#)
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Jennifer is a lawyer practising as part of BLG's specialized Business Law group. Jennifer serves clients in the life sciences and agricultural sectors, with a particular focus on protecting her client's intellectual property rights. Jennifer has extensive experience in trademark matters, including the clearance, acquisition, and litigation of intellectual property rights in Canada and abroad.

Jennifer has appeared before the Federal Court of Canada in trademark infringement and expungement proceedings, and before the Canadian Intellectual Property Office's Trademark Opposition Board in opposition and non-use cancellation proceedings.

Jennifer is known for her exemplary client service. Her clients view her as a trusted business advisor who understands their business. Jennifer is actively involved in the intellectual property law community, serving on committees of the International Trademarks Association (INTA) and the Intellectual Property Institute of Canada (IPIC). She is a frequent speaker on topics relevant to business owners. Prior to joining BLG in 2019, Jennifer was an associate at a top-tier national intellectual property firm, practicing in both their Toronto and Ottawa offices.

Experience

- Successfully defended client's use of "Locust Lane" name in Federal Court proceeding alleging passing off: *Hidden Bench Vineyards & Winery Inc. v. Locust Lane Estate Winery Corp.*, [2021 FC 156](#)

- Successfully represented client in Federal Court appeal of two Trademark Opposition Board decisions: *Beverly Hills Jewellers MFG Ltd. v. Corona Jewellery Company Ltd.*, [2021 FC 673](#)
- Successfully represented client in opposition proceedings before the Trademark Opposition Board: *AutoCanada Holdings Inc. v Autocapital Canada Inc.*, [2019 TMOB 142](#)
- Manage global trademarks portfolio (25+ countries) for a global cosmetics company, including clearance, global filing strategies and enforcement of trademarks and copyrights
- Negotiated resolution of trademark dispute between cannabis companies

Insights Rollup

- Autrice, « Consultations are open: CIPO proposes amendments to the Trademarks Regulations », article de BLG, juin 2024
- Autrice, « Succès des entreprises dans le métavers : considérations relatives à la propriété intellectuelle », article de BLG, mars 2023
- Host and Speaker, "Practical Advice for Navigating the New and Not Inherently Distinctive Hurdle During Examination of Trademarks In Canada", INTA Annual (Virtual) Meeting , November 18, 2021.
- Autrice, « Votre marque vous définit : choisissez-la judicieusement », article de BLG, juillet 2021
- Presenter, "Digital Assets and Intellectual Property", Trade's Recovery Activation Program, Fall 2020-Spring 2021
- Speaker, "A Strong Branding Strategy: Top 5 Factors to Consider from a Trademark Law Perspective", Canadian Institute's 26th Annual Advertising and Marketing Law Conference, January 2020
- Author, "[ACT NOW: Follow this 'TO DO' list to save money on Canadian trademarks before June 17th](#)", JD Supra, April 2019
- Speaker, "Legal Topics in Advertising", AdStandards Canada, April 2019
- Co-Author, "[Trademarks in Canada: A year of change and global harmony](#)", JD Supra, February 2019
- Co-Author, "[Year-end Round-up: Notable Trademark Case Law From 2018](#)", JD Supra, February 2019
- Author, "[What's in a name? Canada may have just made it more difficult to register name and surname marks](#)", JD Supra, January 2019
- Co-Author, "[Anti-Dilution Remedy is Not Limited to Registered Trademarks: The bunny keeps going... and going... and going](#)", World Trademark Review, November 2018
- Author, "[Anti-Spam Legislation's Private Right of Action Suspended](#)", JD Supra, June 2017
- Author, "[Bill S-5: Canada Prepares to Introduce Plain and Standardized Packaging for Tobacco Products](#)", World Trademark Review, February 7, 2017.
- Co-Author, "Intellectual Property Law & Technology, Trademark Law and Regulation", Lexis Practice Advisor Canada, September 2016.
- Co-Author, "Intellectual Property Litigation: Forms and Precedents, Chapter 19: Security for Costs", LexisNexis, April 19, 2016.
- Contributing Author, "Trademark Law and Regulation", (chapter on trademark distinctiveness), Lexis Practice Advisor Canada, 2016.

Beyond Our Walls

Professional Involvement

- International Trademark Association (INTA) Publications Committee, 2020-Present
- Intellectual Property Institute of Canada (IPIC), Trademark Agent Training Committee (2019-Present), Instructor of Trademark Agent Exam Prep Course (2019-2021)

- Member, Ontario Bar Association
- Member, Canadian Bar Association

Awards & Recognition

- Recognized in the 2025 (and since 2022) editions of *Best Lawyers in Canada*® (Intellectual Property Law).
- Recognized in the 2025 edition of *The Canadian Legal Lexpert*® Directory (Intellectual Property).
- Recognized in the 2025 edition of *Lexpert Special Edition: Technology*.
- Recognized in the 2025 edition of *Lexpert Special Edition: Health Sciences*.
- Recognized annually (since 2021) in *WTR 1000 — The World's Leading Trademark Professionals*, and ranked Silver tier in 2024 for Individuals: Enforcement and Litigation.
- Recognized in the 2022 edition of *Best Lawyers: Ones to Watch in Canada* (Intellectual Property Law).
- Ranked in the 2023 (and since 2021) editions of *Expert Guides* as a Rising Star in Trademarks.
- Awarded the "Rising Star in IP" at the Euromoney LMG Americas Women in Business Law Awards 2019.

Bar Admission & Education

- Ontario, 2014
- JD, Osgoode Hall Law School, Université York, 2013
- MSc, Université de Toronto, 2009
- HBMSc, Université de Western Ontario, 2007

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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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