# LuAnne Morrow

## Counsel

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Intellectual Property
Trademarks
Advertising & Marketing
Compliance with Privacy & Data Protection
Copyright
Intellectual Property Litigation
Privacy Regulators' Investigations
Licensing
Consumer Goods

LuAnne is experienced in the areas of **trademarks, copyright, patent licensing** , and **trade secret protection.**

This includes the prosecution, opposition and licensing of trademarks for clients in the **consumer product sectors** and numerous other industries.

LuAnne assists clients with brand acquisition, protection and management, Internet and social media law, entertainment, gaming, advertising and sponsorship.

She also has expertise in patent licensing, software licensing and development agreements and franchising.

## Experience

- Conducting trademark infringement and domain dispute resolution.
- Assisting software developers in the negotiation, drafting and review of technology licenses and software development agreements.
- Acting as intellectual property counsel on a large oil sands development project with responsibility for all intellectual property matters including extensive negotiating and drafting of patent licenses.

- Financing transactions for numerous film and television projects, and providing legal advice to production companies in the media industries, including drafting and negotiating all production agreements.
- Reviewing packaging, labelling and advertising, drafting contest rules.
- Managing significant public authorities' and educational institutions' trademark portfolios, as well as a major amateur sport organization's trademark portfolio, brand licensing and protection actions and sponsorship agreements.
- Preparing franchise disclosure agreements and drafting, negotiating and reviewing franchise and distribution agreements for both franchisors and franchisees.
- Providing advice to litigation counsel on intellectual property matters, including infringement matters and ownership disputes.
- Negotiating, drafting and reviewing website and e-commerce-related policies and agreements including email- and Internet-use policies, website-use policies, privacy policies, blog and social networking site disclaimers and e-commerce sales agreements.
- Providing advice in the area of protection of trade secrets and confidential information and negotiating, drafting and reviewing confidentiality and non-disclosure agreements.

## Insights & Events

- Author, "Managing Canada’s Changing Trademark Landscape: New Applications and Applications Under Examination", BLG Article, May 2019
- Author, "Managing Canada’s Changing Trademark Landscape: Registrations And Renewals", BLG Article, April 2019
- Author, "Managing Canada’s Changing Trademark Landscape: Madrid Protocol", BLG Article, April 2019
- Author, "The Potential Impact of Brown v. Canada on Ownership of Intellectual Property by Employers", BLG Article, May 2016
- Emerging technologies series: Metaverse laws in Canada, the U.S. and Europe, BLG Video, June 2023
- Author, "Setting up for success in the metaverse: Intellectual property considerations for businesses", BLG Article, March 2023
- Author, "Alberta’s Film and Television Tax Credit: A new frontier", BLG Article, September 2021
- Co-Author, "Managing Canada's Changing Trademark Landscape: third party notifications, oppositions and non-use expungement proceedings," Commercial Times, June 2019
- Contributor, “CASL and Internet Law,” Lexis Practice Advisor, November 2017.
- Contributor, “Doing Business in Canada,” BLG Publications, November 2017.
- Speaker, "Cannabis in Canada," MAPLE Business Council, November 2017.
- Speaker, “Trademark Law in Canada — Update,” Women's Leadership Forum (San Jose, California), November 2017.
- Author, "Is The .Insurance Top Level Domain Part of Your Company Web Strategy?", BLG Article, April 2016
- Author, “Should you protect your brand on this top level domain?,” BLG Publications, May 2015.
- Author, "Supreme Court Of Canada Finds Alberta's Personal Information Protection Act (PIPA) Invalid", BLG Article, November 2013
- Author, "Marketing Law News Flashes: Recent Updates and Reminders", BLG Article, April 2013
- Speaker, “Social Media and Defamation,” BLG’s Marketing Law News Flashes Conference, February 2013.

# Beyond our Walls

## Professional Involvement

- Member, Canadian Bar Association
- Fellow, Intellectual Property Institute of Canada
- Member, Intellectual Property Institute of Canada Domain Name and Trademarks on the Internet and Licensing Committees
- Member, ICANN Intellectual Property Constituency committee
- Member, Licensing Executives Society
- Member, International Trademark Association

## Community Involvement

- Board and Executive Committee member, Unlocking Potential Foundation
- Board member and Governance Committee Chair, National Music Centre

# Awards & Recognitions

- Recognized in the 2024, 2023, 2021, 2018 editions (and since 2010) of *World Trademark Review's WTR 1000 – The World's Leading Trademark Professionals* (Prosecution and Strategy).
    - *"LuAnne expertly navigates her way through oppositions and enforcement matters for demanding international brand owners and is practical yet creative in her guidance."*
- Recognized in the 2024 (and since 2010) edition of *The Best Lawyers in Canada*® (Advertising and Marketing Law and Intellectual Property Law).
- Recognized in the 2024 (and since 2019) editions of *Canadian Legal Lexpert® Directory* (Intellectual Property) and in the 2023 (and since 2019) editions (Advertising & Marketing Law).
- Recognized as the 2023 'Lawyer of the Year' in Calgary by *The Best Lawyers in Canada* (Intellectual Property Law).
- Recognized in the 2023 edition of *Lexpert Special Edition: Technology and Health Sciences*
- Recognized in the 2021 edition of *Lexpert Special Edition: Technology*
- Recognized in the 2018 edition of Managing Intellectual Property's IP Stars (Intellectual Property).
- Recognized in the 2014 edition of *Managing IP Handbook* – (Copyright non-contentious, Trademark, Trademark enforcement and litigation, Trademark licensing, Trademark prosecution, Trademark strategy and counselling).

# Bar Admission & Education

- Alberta, 2002
- California, 2022

- JD, University of Calgary, 2001
- BA, University of Calgary, 1998

## BLG | Canada’s Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 725 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

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