



## Gabriel St-Laurent

### Senior Associate

T 514.954.2518  
F 514.954.1905  
Montréal  
[GStLaurent@blg.com](mailto:GStLaurent@blg.com)  
[LinkedIn](#)

[Intellectual Property](#)  
[Advertising & Marketing](#)  
[Copyright](#)  
[Trademarks](#)

As an intellectual property lawyer and trademark agent, Gabriel specializes in trademark and copyright matters, as well as advertising and marketing.

Gabriel regularly advises clients on the protection of their rights and participates in the elaboration of strategies regarding complex intellectual property issues. His practice focuses on trademark clearance, prosecution and enforcement, as well as the management of trademark portfolios.

In addition to handling intricate opposition and cancellation proceedings, Gabriel also provides advice regarding the requirements of the *Charter of the French language* and the *Regulation respecting the language of commerce and business*.

Prior to joining BLG, Gabriel worked in private practice for a Montréal-based intellectual property law firm.

## Insights & Events

- Author, "Québec proposes amendments and clarifications to Bill 96 requirements: Part I – Markings on products", BLG Article, February 2024
- Author, "Québec proposes amendments and clarifications to Bill 96 requirements: Part II – Public signage", BLG Article, February 2024
- Author, "Cinq décisions importantes en matière de marques de commerce rendues par la Cour fédérale en 2022," Cahiers de propriété intellectuelle, Vol. 35, No. 2, 2023.

- Author, "Le graffiti et le droit d'auteur – Réflexions, mise en œuvre et considérations juridiques," *Développements récents en droit de la propriété intellectuelle*, vol. 464, Barreau du Québec, p. 469, Service de la formation continue, Éditions Yvon Blais, Montréal (QC), 2019.
- Co-author, "'Is this the real life, is this just fantasy?' – L'apport de la propriété intellectuelle dans le développement de la réalité augmentée et de la réalité virtuelle", *Développements récents en droit de la propriété intellectuelle*, vol. 437, Barreau du Québec, p. 225, Service de la formation continue, Éditions Yvon Blais, Montréal (QC), 2017.

## Beyond Our Walls

### Professional Involvement

- Member, Barreau du Québec
- Member, Young Bar Association of Montreal
- Member, Intellectual Property Institute of Canada (IPIC)

## Awards & Recognition

- Recognized in the 2024 edition (and since 2023) of *The Best Lawyers in Canada* (Ones to Watch – Intellectual Property Law)

## Bar Admission & Education

- Québec, 2017
- LLM (IT & IP), University of Hong Kong, 2016
- JD, Université de Sherbrooke, 2015
- LLB, Université Laval, 2014

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