



LUANNE MORROW

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[Intellectual Property](#)

[Trademarks](#)

[Licensing](#)

[Copyright](#)

[Advertising, Marketing and Sponsorship Law](#)

[Franchise Licensing and Distribution](#)

[Privacy and Data Protection](#)

[Defamation and Media Law](#)

[Canada's Anti-Spam Legislation \(CASL\)](#)

Education / Bar Admissions

JD, University of Calgary, 2001

BA in Ancient and Medieval History,
University of Calgary, 1998

Alberta, 2002

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

EXECUTIVE SUMMARY

LuAnne Morrow is counsel and regional leader of our Calgary Intellectual Property Group and is as well a commercial media and branding lawyer and registered Canadian trademark agent. She manages the trademark practice in Calgary, including prosecution, opposition and licensing of trademarks for clients in the energy sector and numerous other industries.

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

REPRESENTATIVE WORK

- Conducting trademark infringement and domain dispute resolution.
- Assisting software developers in the negotiation, drafting and review of technology licences 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 licences.
- 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.

PUBLICATIONS & PRESENTATIONS

- Co-Author, "Managing Canada's Changing Trademark Landscape: New Applications and Applications Under Examination," *BLG Intellectual Property Bulletin*, May 1, 2019.
- Co-Author, "Managing Canada's Changing Trademark Landscape: Madrid Protocol," *BLG Intellectual Property Bulletin*, April 17, 2019.
- Co-Author, "Managing Canada's Changing Trademark Landscape: Registrations and Renewals," *BLG Intellectual Property Bulletin*, April 9, 2019.
- Speaker, "Trademark Law in Canada — Update," *Women's Leadership Forum (San Jose, California)*, November 2017.
- Contributor, "Doing Business in Canada," *BLG Publications*, November 2017.
- Contributor, "CASL and Internet Law," *Lexis Practice Advisor*, November 2017.
- Author, "The Potential Impact of Brown v. Canada on Ownership of Intellectual Property by Employers," *BLG Publications*, May 2016.
- Author, "Is the .insurance top level domain part of your company web strategy?," *BLG Publications*, April 2016.
- Author, ".sucks gTLD – 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 Publications*, November 2013.
- Author, "Marketing Law News Flashes: Recent Updates and Reminders," *BLG Publications*, April 2013.
- Speaker, "Social Media and Defamation," *BLG's Marketing Law News Flashes Conference*, February 2013.

RANKINGS & RECOGNITIONS

- Recognized in the 2020 (and since 2010) edition of *Best Lawyers in Canada* (Advertising and Marketing Law and Intellectual Property Law).
- Recognized in the 2019 edition of *Canadian Legal Lexpert® Directory* (Intellectual Property).
- Recognized in the 2018 edition of *Managing Intellectual Property's IP Stars* (Intellectual Property).

- Martindale-Hubbell® BV® Distinguished™ 3.6 out of 5 Peer Review Rated.
- Recognized in the 2018 edition (and since 2010) of *World Trademark Review's WTR 1000 - The World's Leading Trademark Professionals* (Prosecution and Strategy).
- 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).

ABOUT BORDEN LADNER GERVAIS LLP

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