



Bereskin & Parr classé Or au Canada et douze professionnels reconnus dans le World Trademark Review 1000 2021

16 février 2021

Bereskin & Parr S.E.N.C.R.L., s.r.l. et douze professionnels du cabinet sont à l'honneur dans le World Trademark Review 1000 2021.

Comme indiqué dans WTR 1000 2021, [version anglaise] « An “essential strategic partner in Canada” to a litany of domestic and international rights holders, Bereskin & Parr stands tall as one of the largest and best IP firms on the market. Testament to its powerhouse status, the firm has no fewer than 12 representatives in the WTR 1000 for 2021, including many Canadian IP celebrities. »

Félicitations aux douze professionnels de Bereskin & Parr suivants, pour leur inclusion dans le classement de cette année :

- **Dan Bereskin**
 - Sommité

- **Scott MacKendrick**
 - Application et Litige - Argent
 - Poursuite et Stratégie - Argent

- **Mark Robbins**
 - Application et Litige - Argent

- **Don Cameron**
 - Application et Litige - Bronze

- **Janice Bereskin**
 - Poursuite et Stratégie - Argent

- **Susan Keri**
 - Poursuite et Stratégie - Argent

- **Brigitte Chan**
 - Poursuite et Stratégie - Argent

- **Mina Chana**
 - Poursuite et Stratégie - Argent

- **Jennifer McKenzie**
 - Poursuite et Stratégie - Bronze

- **Meghan Dillon**



- Poursuite et Stratégie - Bronze

- **Jonathan Burkinshaw**

- Poursuite et Stratégie - Bronze

- **Terry Edwards**

- Poursuite et Stratégie - Bronze

Voici l'analyse World Trademark Review 1000 [version anglaise]:

“An “essential strategic partner in Canada” to a litany of domestic and international rights holders, Bereskin & Parr stands tall as one of the largest and best IP firms on the market. Testament to its powerhouse status, the firm has no fewer than 12 representatives in the WTR 1000 for 2021, including many Canadian IP celebrities. One of those is lumina **Daniel Bereskin**, who has enriched IP life in the country immeasurably; another is brand protector and portfolio manager **Janice Bereskin**, who leads the trademark group and serves as a member of the firm’s executive committee. She has fostered a highly collaborative approach that sees multiple practitioners work seamlessly and synergistically to render a tailored service to prestigious patrons. For a household-name snack and drink company, for example, Bereskin **Jonathan Burkinshaw** and **Scott MacKendrick** link up to great effect. “Janice and Jonathan are so responsive, practical and supportive – they are people you can bounce ideas off and who will give you well-thought-out strategies that fit your needs. They also add value through their education efforts.” MacKendrick is a savvy litigator and trademark prosecution pro with a tonne of experience. **Brigitte Chan** and **Mark Robbins**, meanwhile, join forces to represent a leading retailer, giving it the benefit of their combined wisdom. Focused principally on counselling, Chan is appreciated by in-house counsel for her “up-to-date knowledge of relevant industry trends” and “advice which translates well for a business audience”. Robbins is a contentious sharpshooter adept at internet-related trademark litigation and enforcement. For many **Susan Keri** – a major rainmaker of the practice – is the go-to; as a barrister, solicitor and trademark agent, she sees the whole playing field for clients. Another preferred choice, **Mina Chana** “consistently delivers when you need quick, practical but thorough advice”. For regulatory, advertising and marketing matters, **Jennifer McKenzie** fits the bill perfectly: exemplifying Bereskin & Parr’s success as a one-stop shop for brand owners, she has a skillset that rounds out the firm’s offering nicely. Likewise **Meghan Dillon**, a vital contributor to multiple practice groups, including copyright and digital media, data privacy, trademarks and advertising and marketing. Highly reputed agent **Terry Edwards** stands out for her trademark specialisation and thought leadership; while **Donald Cameron** is the top IP litigator on deck.”

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