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AREAS OF PRACTICE

Intellectual Property
— Domain Names and Internet
— Intellectual Property Management
— Regulations and Labelling
— Trademarks

Internet
Patents and Trademarks
— Trademarks

STRATEGIC TEAMS

— Intellectual Property
— Internet
— Startup

PROFILE

French version is available [here](#).

Русская версия доступна [здесь](#).

Johanne Auger is the partner in charge of BCF's trademark department, coordinating it and overseeing its development. She is recognized for her rigor, her personalized practical approach and her global vision and understanding of clients' needs, qualities that allow her clients to fully benefit from the major asset that trademarks are to any business, whether large or small.

Her expertise is especially sought after for the development and maintenance of judicious trademark protection strategies that take into account each client's operations and requirements both at the Canadian and international levels. She is in charge of managing and supervising national and international trademark portfolios for clients in a wide range of fields and industries.

From North America to Europe, Asia to South America, she has lectured in many forums and countries on various trademark topics. She sat on the Intellectual Property Institute of Canada (IPIIC)'s Board of Directors and acted as Director of the McGill University/IPIIC Intellectual Property course program, amongst others.

Ms. Auger joined BCF in 2005 as a partner in its trademark and patent agency after having acquired over 15 years of experience in intellectual property and litigation with various large Canadian law firms. A trademark agent, she was awarded the IPIIC Educational Foundation Prize for highest standing in the trademark agent examinations in 1999.

Ms. Auger is also a member of BCF's Internet strategic team, which offers our clients strategic advice regarding their online presence. To understand and comply with the various laws that govern this ever-changing field requires the expertise of a multidisciplinary team like that of BCF.

DIPLOMAS

Certification Electronic business, ICE-HEC (2001);
Certificate in Law, *Université de Montréal* (1991);

PROFESSIONAL AFFILIATIONS

- Intellectual Property Institute of Canada (IPIC)
- International Trademark Association (INTA)
- European Community Trademark Association (ECTA)
- Association of European Trade Mark Owners (MARQUES)
- *Association des praticiens du droit des marques et des modèles* (APRAM)
- *Regroupement des Praticiens du droit des Marques de commerce* (RPM)
- *Réseau des Femmes d'affaires du Québec* (RFAQ)

CONFERENCES

- « Les entreprises québécoises et l'AECG : sous l'angle de la propriété intellectuelle » (FCCQ -Tournée manufacturière), Quebec city, 2018.
- « L'AECC et les indications géographiques portés au menu canadien des marques de commerce » (Canadian Association Bar), Montreal, 2018.
- "Éléments de propriété intellectuelle appliqués au numérique", *Beauce Numérique*, May 2017
- "Revue jurisprudentielle: quelques décisions d'intérêt rendues en 2016 par la COMC", *Regroupement des Praticiens en Marques de commerce*, April 2017
- Numerous presentations at Entrepreneuriat Laval, Université Laval, Québec, 2013 to 2017.
- "Growing Abroad – Setting Your International Trademark Protection Strategy", The British-Québec Business Coalition, Nov. 2016.
- "Êtes-vous prêts pour l'Europe? Comment se préparer pour profiter des accords de libre-échange", Tournée Initiative manufacturière Investissement Québec and La Fédération des chambres de commerce du Québec, Nov. 2016.
- Numerous conferences at École d'Entrepreneurship de Beauce (EEB), St-Georges, from 2013 until today.
- "International Trade-mark Strategies : Building an Effective Global Portfolio", Intellectual Property Russia – Driving Company Growth by Protecting and Monetising your IP, Moscow, 2014
- Conference to Chambre de commerce internationale - Normandie, Caen, 2013
- Different conferences to Chambre de commerce française, Quebec Chapter, Québec, 2013.
- Conference to l'Association des secrétaires et chefs de contentieux (ASCC), Montréal, 2013.
- "Aspects légaux du Web 2.0 : Et si le 'Retweet' m'était conté ou comment départager le partage", Réseau Action TI, Québec, 2013.
- "Marques de commerce appliquées : ou quand le personnage a voix au chapitre et réussit à faire les grands titres... quel festival !", Association des juristes pour l'avancement de la vie artistique, Montréal, 2011.
- "Trucs et astuces pour une gestion efficace des marques de commerce," Cours de perfectionnement du notariat, Chambre des Notaires du Québec, Quebec City, 2011.
- "Développements récents en marques de commerce – Revue jurisprudentielle de l'année 2011," Canadian Bar Association – Quebec Branch, Montreal, 2011 – 7th edition of annual conference given by Johanne Auger since 2004.
- "Comparison of Trademark Opposition Systems," Argentinian Association of Industrial Property Agents (AAAPI), Buenos Aires, 2010.
- "Trademarks Procedures in 3 Jurisdictions," Brazilian Intellectual Property Association (ABPI), Sao Paulo, 2010.
- "Trucs et astuces pour une gestion efficace des marques de commerce," Association des conseillers juridiques d'entreprise, Canadian Bar Association - Quebec Branch, Montreal 2009.
- "Opposition Proceedings in The European Community, the U.S.A. and Canada: Same Melody in a Different Key," European Community Trademark Association (ECTA), Vilnius, 2009.

REPRESENTATIVE WORK

Ms. Auger's practice encompasses assessment of trademark availability for use and registration in Canada to opposition and summary expungement proceedings, including the trademark registration process itself. In this capacity, she represents technology, agri-food, pharmaceutical, tourism and cultural industries, in addition to the financial, manufacturing, textile and retail industries.

INVOLVEMENT

- Trademark professor, speaker and author.
- Speaker of the Canadian Intellectual Property Office (OPIC) and IPIC's IP Bank of Speakers.
- Speaker for various organizations and institutions (Centre locaux de développement (CLD), Chambers of Commerce, marketing agencies, accounting firms, different professional associations).
- Director of the Advanced Trade Marks course offered by McGill University and IPIC and Director of the entire McGill/IPIC Intellectual Property course program for many years.

- Sat on IPIC's Board of Directors for two years.
- Member of several IPIC committees for several years.
- Treasurer and member of the organizing committee of the International Forum on Intellectual Property – Quebec (FORPIQ) – for many years.
- Sat on the Board of Directors of the Association Marketing de Montréal-Publicité Club de Montréal (AMM-PCM) for many years.
- Sat on various boards of directors of not-for-profit organizations over the years.

PUBLICATIONS

- "Une revue de certaines décisions d'intérêt rendues en 2016 par la Commission des oppositions du Canada : leçons à tirer en quatre thèmes", May 2017, C.P.I.
 - "Marques de commerce appliquées : ou quand le personnage a voix au chapitre et réussit à faire les grands titres... quel festival !", *Développements récents en droit du divertissement* – 2010, *Service de la formation permanente du Barreau du Québec*, 2011.
 - "Trucs et astuces pour une gestion efficace des marques de commerce," *Cours de perfectionnement du notariat, Chambre des notaires du Québec, Les Éditions Von Blais inc.*, 2011.
 - "Les marques de commerce en langues ou caractères étrangers au Canada, à en perdre son latin!", *Développements récents en droit de la propriété intellectuelle* – 2010, *Service de la formation permanente du Barreau du Québec*, vol. 238.
 - "Les lignes directrices de Santé Canada concernant les noms de produits de santé à présentation et à consonance semblables : une pilule difficile à avaler?", May 2009, 21-2 C.P.I. 299.
 - "Grin and Bear It! The Proposed Health Canada Guidelines – What Impact Might They Have on Clearance?", 2006, 23 C.I.P.R. 29.
 - "Les marques de commerce à l'ère électronique," *Revue Commerce*, March 2003.
 - "2003 Recent Trade-Mark Developments" C.I.P.R., Nov. 2004, vol. 21.
 - "Sections 12(2) and 14 of the Trademarks Act... or the Salvation of a Proposed Trademark!", 2002, 18 C.I.P.R. 643.
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