



# Laura MacFarlane (She/Her)

## Practice Group Leader, Trademark Agent, Partner

in

**Calgary**  
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### Overview

Laura MacFarlane is a Calgary-based partner with Field Law, the practice group leader of the firm's Intellectual Property and Technology Group, a Registered Canadian Trademark Agent as well as being active member of the firm's Insurance, Labour + Employment and Dispute Resolution groups. In her broad roles, Laura provides a range of legal services and strategic advice to clients across many industries both domestically and internationally.

Laura has particular experience in advising clients on contentious intellectual property matters in all areas including trademarks, patents, copyright, and trade secrets. She is a skilled advocate both in and out of the courtroom. She has successfully obtained and resisted injunctive relief for her clients. She also has significant experience negotiating favourable resolution for her clients. When assisting intellectual property clients in her capacity as a trademark agent, Laura's work in clearing, protecting and commercializing her client's brands and managing their trademark portfolios spans a wide range of industries, which often includes technology, consumer goods, heavy industrial machinery, lifestyle brands, food, beverage and restaurants, among others.

In her employment practice, Laura provides strategic advice on a range of topics, with a particular focus on the intersection of employment matters and intellectual property rights; acting for employers, employees and contractors. In her insurance practice, Laura acts primarily on behalf of insurers in the course of claims defense on a variety of matters including casualty, motor vehicle, accident benefits, property loss, personal injury, professional liability, errors and omissions and bad faith claims. Laura also acts on a range of general dispute matters not covered in her other areas of practice, most often in respect of contractual disputes and defamation claims.

### Value to Clients

Laura's extensive work with clients who tend to have a large, well-known online presence, has given her invaluable knowledge when it comes to navigating this increasingly important space and the legal issues that accompany it.

*"I learn about my clients' business at the outset of a file. I do this because I recognize that the client's experience and industry-specific knowledge is a tremendous asset to have and helps me in finding them the right legal solution to meet their needs. The client is the keeper of much of the relevant knowledge I need to do my job. Tapping into this resource and working with the client allows*

### Industries

Insurance  
Emerging Technology

### Services

Intellectual Property  
Litigation  
Labour + Employment  
Privacy + Data Management  
Alternative Dispute Resolution

### Education

Canada, 2013, Trademark Agent  
University of Western Ontario,  
2009, Juris Doctor  
University of Western Ontario,  
2006, Bachelor of Science  
Saint Mary's University, 2004,  
Bachelor of Science

### Admissions

Alberta, 2010

### Languages

French

*them to share some ownership over the file. In my experience, this collaboration ultimately yields better outcomes.”*

### Outside the Office

Laura’s keen eye for design and love for interior decorating has allowed her to transform her home and work spaces into carefully curated, well-designed productivity retreats. When she isn’t redecorating her own – or her friend’s – home or office, she’s planning her next food-inspired getaway.

## Experience

Sunshine Village Corporation v Chevalier, 2018 ABQB 484

Packers Plus Energy Services Inc. v. Essential Energy Services Ltd., 2017 FC 1111

Geophysical Service Incorporated v. Encana Corporation, 2016 ABQB 230

College of Dietitians of Alberta v. 3393291 Canada Inc. (Canadian School of Natural Nutrition), 2015 FC 449

## Professional

### Calgary Bar Association

#### Member

2009 - Present

### Law Society of Alberta

#### Member

2009 - Present

## Community

Volunteer, Calgary Legal Guidance, 2011-2023

## Recognition

Intellectual Property Law, The Best Lawyers™ in Canada: 2025

Community Service Award , University of Western Ontario, Faculty of Law: 2008

Best Cross-Examination, Ontario Trial Lawyers Association: 2008

## News + Views + Events

### February 2025

[Labour + Employment: Trends Shaping Your Workplace in 2025 \(Part 1\)](#)

### November 7, 2024

[Coffee + Counsel: Contractor or Employee? Avoid Costly Classification Mistakes](#)

### November 2024

[IP Explained: Top 10 Reasons to Register a Trademark](#)

### October 2023

[IP Explained: 5 Common Copyright Myths](#)

### May 2023

[IP Explained: The Basics](#)