



Trademarks

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Overview

A brand starts with a single mark and can become one of the most valuable assets of your business. Trusting us with your brand is a responsibility we take very seriously. By combining trademark advice with practical business advice, we support your brand management as an essential part of your IP strategy.

With experience handling trademark registration and disputes before both the Canadian and US trademark offices, we have a team of lawyers and registered trademark agents who provide a full range of services:

- Canadian and US trademark screening and selection
- Practical advice on brand protection
- Trademark registration including oppositions (unlike many firms, we handle your Canada and US trademarks ourselves)
- Trademark-watch services
- Trademark oppositions, infringement prosecution and defence, seizure orders and injunctions
- Oversee registration of trademarks all over the world through our closely-maintained network, and
- Advising on strategies for brand protection and competitive intelligence

No matter the size of your business or the industry sector, contact Austin Ward at award@fieldlaw.com or 587-956-2754 to discuss your brand management and trademark needs and get an initial assessment of your IP strategy.

Experience

International Karate-Do Goju-Kai Association of Canada, International Karate-Do Goju-Kai Association Canada and Hirofumi Yamaguchi v. Jason Berresford and Norman M. Maher (individually and jointly and severally as a partnership c.o.b. White Tiger Martial Arts (High River)) et al 2019 FC T-2180-18

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

Marty Sanders v. Smart & Biggar Intellectual Property & Technology Law, 2010 FC 73

Community Credit Union Ltd. v. Canada (Registrar of Trade Marks), 2006 FC 1119

Credit Union Central of Canada v. Community Credit Union Ltd., 2005 CanLII 78195

Industries

Emerging Technology
 Media + Entertainment

Services

Intellectual Property + Technology
 Commercializing IP
 Copyright
 Designs
 IP Litigation
 Patents
 Trade Secrets

People

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News + Views + Events

November 16, 2023

[Bow Valley Business Series: Intellectual Property 101](#)

February 2021 - 1 min read

[Beer Brand Battle at the 100th Meridian](#)

April 2020

[Will the Pandemic Impact Trademarks in Canada? - An Update](#)

February 2020

[Big Beer Barley Belt Brand Battle Brews](#)

December 2018

[Pour a Glass of Trademarks](#)

Client Stories

Textile trademark infringement claim defeated

Our Client: A manufacturer and retailer of textiles for the bedding industry based in Western Canada.

Where we began: Our client was facing a trademark infringement claim for millions of dollars in damages as well as demands that our client stop using the trademark.

Our approach: Our team argued our client had named its product using ordinary words common to the bedding industry. When the other side stubbornly dug in its heels, we created a 17-volume affidavit that documented over 500 references to the industry's use of the words in question. *"We put the affidavit on the doorstep of the courthouse for entering into the public realm where, if the matter didn't resolve, all others in the industry also using those words could rely on that same evidence."*

The result: The plaintiff agreed to mediation, which reversed the "who-pays-who" dynamic and led to a very favorable outcome for our client. As our lawyer put it, *"A creative, strategic, team approach and hard work meant that our client obtained an outstanding settlement, so favourable that the other side required it be kept confidential lest other competitors find out."*

Featured News

February 8, 2023

[Field Law Expands into the Bow Valley with the Acquisition of Hicks Intellectual Property](#)