



## Alexandre Ajami

Partner | Montréal

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### Biography

Alexandre Ajami's intellectual property practice includes trademarks, copyright and licensing. He represents clients in a variety of industries, including franchising, computer technology, the cultural sector and manufacturing. He has also developed comprehensive knowledge of agriculture and food production and represents many businesses working in this industry.

Alexandre has extensive experience in assisting clients to acquire, protect, licence, exploit, and enforce intellectual property rights. His practice includes trademark opposition proceedings and expungement proceedings, as well as negotiating and drafting trademark, copyright, technology, and software licenses, publishing contracts and franchise agreements.

As a registered trademark agent, Alexandre has experience in obtaining trademark protection in Canada as well as working with firms around the world in securing such protection, including in the United States and Europe. Alexandre also assists his clients with advice on many topics related to the Internet, e-commerce and social media, including privacy law, image rights, defamation, the *Charter of the French language*, rules on promotional contests and advertisement, Canada's Anti-Spam Legislation, domain names and website development.

Alexandre's practice also includes intellectual property dispute resolution, unfair competition, access to information, judicial review, administrative law and agricultural litigation before various courts, including all judicial courts in the province of Quebec, the Federal Court, the Federal Court of Appeal, the Competition Tribunal and the Supreme Court of Canada.

### Professional achievements & leadership

- *The Best Lawyers in Canada* – Intellectual Property Law, 2021-2025
- Ranked as one of Canada's Leading Trademark Professionals in *World Trademark Review 1000: The World's Leading Trademark Professionals*, 2021-2024

### Notable matters

- Successfully pleaded before the Supreme Court of Canada in the

### RELATED SERVICES

Administrative & Public Law  
Copyright  
Intellectual Property  
IP and Technology Litigation  
Marketing, Advertising & Product Compliance  
Privacy, Data Governance and Cybersecurity  
Technology  
Technology, IP and Privacy  
Trademarks

### RELATED INDUSTRIES

Agribusiness & Food Production  
Franchising & Distribution

### RELATED FOCUS AREAS

Anti-Spam (CASL)  
Privacy and Data Protection

## Thought leadership

- “Grandeur et misère des marques officielles”, *Développements récents en droit de la propriété intellectuelle*, Quebec Bar, 2017
- *Présomptions en matière de propriété intellectuelle : ce que les avocats (de contentieux) devraient savoir*, Canadian Bar Association, 2017
- “The Act to Implement CETA Comes Into Force and Extends Protection to Additional Geographical Indications”, *The Food Web: Canadian Agribusiness and Food Law*, October 17, 2017
- *Transfer of a Business: How to Prepare for the Inevitable*, Miller Thomson Business Law Conference, October 25, 2016
- “Supreme Court of Canada Rules that Quebec’s Farm Income Stabilization Program is not a Contract of Insurance”, *The Food Web: Canadian Agribusiness and Food Law*, October 3, 2016
- *Le projet de loi C-8 concernant une réforme de la Loi sur les marques de commerce*, The Canadian Bar Association, 2014
- *Basics of Law: Evidence*, Intellectual Property Institute of Canada, 2007, 2010, 2012
- *Basics of Law: Agreements*, Intellectual Property Institute of Canada, 2007
- “Recours en dépréciation de l’achalandage fondé sur l’article 22 de la Loi sur les marques de commerce: Quelles sont les conséquences de l’arrêt *Veuve Clicquot ?*”, *Développements récents en droit de la propriété intellectuelle*, Quebec Bar, vol. 357, 2012
- *Veuve Clicquot Ponsardin v. Boutiques Clicquot Ltée: Celebrity Is Not Everything*, 96 *The Trademark Reporter*, 2006
- *Protection of ideas in proposals in the field of design construction agreements*, INFONEX, 2002

## Community involvement

- Member, The Audit and Ethics Council, Caisse populaire des Sources, 2000-2006

## Professional memberships

- Intellectual Property Institute of Canada
- The Canadian Bar Association
- Association des juristes pour l’avancement de la vie artistique

## Languages spoken

- English
- French

## Bar admissions & education

- Quebec, 1999
- LL.B., Université de Montréal, 1998