

# Bruce N. Geiger

## Partner

Edmonton, Calgary

### OFFICE

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## Industries & Expertise

### INDUSTRIES

Manufacturing | Real Estate | Technology |  
Intellectual Property | Franchising & Distribution

### EXPERTISE

Corporate Law | Intellectual Property | Mergers  
& Acquisitions | Startup, Emerging Companies  
and Venture Capital | Technology, IP and Privacy  
| Real Estate

## Biography

### BAR ADMISSION

Alberta, 1990

### EDUCATION

- LL.B., University of Alberta, 1989
- McGill University School of Continuing Studies, Intellectual Property Strategy for Business

### LANGUAGES SPOKEN

English

Bruce Geiger is a trusted advisor to businesses at all stages of development, including start-ups and scale-ups, acquisitions, succession plans and divestitures. He is particularly aligned with the needs of entrepreneurial clients, and has extensive experience with shareholder/loan capitalizations, shareholder and partnership agreements, employee/shareholder compensation and equity plans, acquisitions, family transition/restructurings (both within estate plans, and during ownership or generational transitions), debt/equity financings, and sales/divestitures. His work is recognized for its practical focus, efficient outcomes, and alignment with each client's business objectives. That background affords experience and depth to support deal structuring and negotiation, and ensures his clients manage risk, allocate liability, and complete transactions efficiently.

Serving as a trusted advisor includes oversight and guidance in relation to other legal and professional services. This role frequently entails working in close cooperation with the "home office" for mature private/family enterprises, and in an advisory board capacity for select clients. He has served as embedded counsel for a high growth technology company, and understands the need for clear communication, and timely, integrated legal solutions. Bruce enjoys working with people, and takes a keen interest in learning what makes their business and issues unique, in order to provide equally unique solutions.

Bruce's clients span a wide variety of sectors, including professional services, real estate development, franchising, technology, manufacturing, construction, oilfield services and distribution. He takes a pragmatic and solution based approach in working with other professionals to fully address the client's goals, and draws upon his broad experience in order to provide a complete, multifaceted solution to best achieve those goals. He has extensive experience in corporate commercial law, franchisor/franchisee matters, mergers & acquisitions, real estate development and financial services, with a particular focus in cross border transactions, tax, IT/intellectual property (licensing/technology transfers, and acting as a trademark agent), and corporate commercial law.

## Industry involvement

### Recognition

- *Best Lawyers in Canada*, Corporate Law, 2015 – 2026; Technology Law, 2021 – 2023; Mergers & Acquisitions Law, 2020 – 2026; Franchise Law, 2025 – 2026; Intellectual Property Law, 2026
- Distinguished Rating in Martindale-Hubbell®
- Registered Trademark Agent

### Thought leadership

- Speaker, "Edmonton's Disruptor, Unicorn or Castle in the Air Half Day Seminar," Miller Thomson Business seminar, October 31, 2017
- Co-presenter, "What Investors Want in Due Diligence, Protecting and Financing Intellectual Property Assets," 2016

- Speaker, “Banff Venture Forum Workshop,” Miller Thomson Edmonton Business seminar, June 8, 2016
- Speaker, “Banff Venture Forum Workshop,” Miller Thomson Calgary Business seminar, June 6, 2016
- Co-Author, “Federal Budget Review”, Insights, March 21, 2013
- Co-Author, “Federal Budget Review”, Insights, March 29, 2012

### **Community roles**

- Member at Large, Board, ACG Association for Corporate Growth (Edmonton)
- Former lecturer and Sponsor, Entrepreneur Course (Legal Sections) for Newcomers, Action for Healthy Communities
- Former Director, Board of Directors, Snow Valley
- Former Advisor, You Can Ride 2
- Former Advisor, Edmonton Alpine Ski Racing Society
- Former Advisor, Edmonton Ski Club
- Former Member, Board of Directors, Children’s Ability Fund
- Former Lecturer, Alberta Junior Achievement
- Former Lecturer, Alberta Legal Education Society

### **Memberships & affiliations**

- Member, Law Society of Alberta
- Trademark Agent, College of Patent Agents and Trademark Agents
- Member, Canadian Bar Association
- Member, Edmonton Bar Association
- Associate, International Trademark Association (INTA)
- Member, Licensing Executive Society
- Affiliate Member, Intellectual Property Institute of Canada
- Member, Society of Trust and Estate Practitioners (STEP), Edmonton Branch
- Member, Edmonton Tax Lawyers & Accountants Discussion Group