

# David Schnurr

## Partner

Waterloo Region, Toronto

### OFFICE

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## Industries & Expertise

### EXPERTISE

Technology, IP and Privacy | Corporate Law | Patents | Startup, Emerging Companies and Venture Capital | Trademarks | Artificial Intelligence | Privacy and Cybersecurity | IP Litigation | Intellectual Property | Mergers and Acquisitions | Technology

## Biography

### BAR ADMISSION

Ontario, 2007

### EDUCATION

- LL.B., Western University, 2006
- B.Sc. (Hons), University of Waterloo, 2003

### LANGUAGES SPOKEN

English

David Schnurr is a nationally recognized business and technology lawyer who combines his qualifications as a Registered Patent and Trademark Agent with extensive experience in corporate, commercial, mergers and

acquisitions, contract law and IP rights enforcement to advise clients on complex, integrated legal issues at the intersection of business, innovation, technology, and enterprise growth, delivering pragmatic, commercially focused, and cost-effective solutions. David provides legal services to a diverse client base that includes multinational and mid-market corporations, startups and high-growth technology companies, universities and colleges, hospitals and healthcare organizations, Crown corporations, public utilities, school boards, municipalities and other government-affiliated entities, and charities and not-for-profit organizations

David maintains a broad and diverse practice and is routinely called upon as a trusted advisor to provide strategic and general counsel advice across all aspects of his clients' businesses. His work includes advising on intellectual property, information technology, and sophisticated business transactions, including domestic and cross-border acquisitions and dispositions, investments, strategic partnerships, joint ventures, corporate restructurings and financings, and litigation and enforcement. He also advises on day-to-day commercial contracting, governance and shareholder matters, and risk management. As an associate, David completed a multi-year secondment with the in-house legal department of Canada's largest technology company.

In his intellectual property practice, David has prosecuted hundreds of patent and trademark applications worldwide and manages significant global IP portfolios for multinational clients. His IP experience includes patentability and registrability opinions, IP due diligence in corporate transactions, enforcement and dispute resolution, trademark opposition and cancellation proceedings, and domain name disputes, as well as regulatory advice relating to privacy, CASL, and artificial intelligence.

Known for his strong client focus and commercially grounded approach, David brings particular strength in structuring and negotiating complex transaction agreements and aligning legal strategy with business objectives. He is frequently trusted by founders, boards, and senior executives to provide ongoing strategic advice on corporate and IP strategy, M&A, investments, litigation and enforcement and other transformational matters. Clients value his ability to distill complex issues, anticipate and manage risk, and deliver practical, high-quality advice with efficiency and decisiveness.

David is regarded as a leading Canadian authority on AI, computer and technology law. He regularly prepares and negotiates sophisticated commercial and technology agreements, including software licensing and distribution agreements, SaaS and cloud services agreements, master services agreements, IT outsourcing and strategic sourcing arrangements, software development agreements, joint venture agreements, privacy and data processing agreements, and complex commercial frameworks supporting enterprise-scale technology deployments. He has acted as lead negotiator on numerous multi-million-dollar IT outsourcing and sourcing projects for multinational corporations and public-sector entities and is the author of the Cloud Computing chapter in LexisNexis' *Social Media and Internet Law*.

David is a leading startup and emerging-technology lawyer and a key member of Miller Thomson's National MTech® Startup Team. As a regional MTech leader, he leads multidisciplinary teams providing legal advice and mentorship to early-stage companies through predictable and accessible billing models. He also leads the firm's ElevateIP and Intellectual Property Ontario (IPON) service teams.

David has assisted a significant number of clients in defending software audit requests and related copyright infringement demands, including but not limited to those advanced by BSA (The Software Alliance). In this role, David has established proven and effective methods for managing software copyright disputes, with a view to mitigating both legal and financial consequences for his clients.

David is consistently recognized for excellence by leading legal directories, including repeated rankings in *The Canadian Expert Legal Directory*, *The Legal 500* and the *World Trademark Review 1000 (Silver Band Ranking)*, where he is praised for exceptional client service, strategic portfolio management, and practical, business-oriented advice.

David is a Registered Canadian and U.S. Patent Agent and a Registered Canadian and U.S. Trademark Agent, having passed the Canadian Patent Agent Examinations on his first attempt. In a given year, less than 5% of test-takers achieve passing grades on all four Patent Agent Examinations, placing David in elite company.

David's commitment to education, public speaking engagements, and his standout publications underscore his passion for sharing knowledge and helping others navigate the dynamic world of business, intellectual property and technology law. David has presented on various legal topics to in-house counsel, foreign agents and attorneys, universities, startups, professional associations and other lawyers, including at seminars organized by the Ontario Bar Association (OBA) and the Law Society of Ontario.

For over a decade, David served as an Adjunct Professor at Western University's Faculty of Law, teaching the Advanced Intellectual Property course, where he is a five-time recipient of the Faculty's Teaching Award of Excellence. He is a frequent speaker and author on IP, technology, and business law, has presented nationally and internationally, and has been quoted by major Canadian media outlets.

David completed his law degree at Western University, where he was the recipient of the Dean of Law Entrance Scholarship and obtained highest standing in Advanced Patent Law. In his undergraduate career, David was the recipient of two Natural Sciences and Engineering Research Council of Canada (NSERC) Undergraduate Student Research Awards. David is a Fellow of the Intellectual Property Institute of Canada (IPIC).

## **Industry involvement**

### **Recognition**

- Key Lawyer in Intellectual Property (IP) – The Legal 500 (2025)
- Ranked as one of Canada's Leading Trademark Professionals – 2025 World Trademark Review, WTR 1000 (2025)
- Ranked as one of Canada's Leading Trademark Professionals – 2024 World Trademark Review, WTR 1000 (2024)

- Ranked as one of Canada's Leading Trademark Professionals – 2023 World Trademark Review, WTR 1000 (2023)
- Ranked as one of Canada's Leading Trademark Professionals – 2022 World Trademark Review, WTR 1000 (2022)
- Ranked as one of Canada's Leading Trademark Professionals – 2021 World Trademark Review, WTR 1000 (2021)
- Canadian Legal Lexpert Directory, Repeatedly recommended – Intellectual Property, 2020
- Ranked as one of Canada's Leading Trademark Professionals – 2020 World Trademark Review, WTR 1000 (2020)
- Ranked as one of Canada's Leading Trademark Professionals – 2019 World Trademark Review, WTR 1000 (2019)
- Ranked as one of Canada's Leading Trademark Professionals – 2018 World Trademark Review, WTR 1000 (2018)
- Recognized by Western University Students' Council (USC) with Teaching Honour Roll Award of Excellence, 2017 Academic Year
- Appointed to the Academic Committee of the International Trademark Association (INTA) (2018 – 2019)
- Ranked as one of Canada's Leading Trademark Professionals – 2017 World Trademark Review, WTR 1000 (2017)
- Registered Patent Agent, Canada (2009)
- Registered Patent Agent, United States (2010)
- Registered Trade-mark Agent, Canada (2008)
- Registered Trade-mark Agent, United States (2009)
- Adjunct Professor, Western University, Faculty of Law (2009-present)
- Recipient, Western University Student's Council (USC) Teaching Award of Excellence, Western University Faculty of Law (2011, 2013, 2014, 2016, 2018)
- Highest Standing, Advanced Patent Law, Western University
- Recipient, Dean of Law Entrance Scholarship, Western University
- Recipient, NSERC Undergraduate Student Research Award (2002, 2003)
- Recipient, Year One Scholarship, University of Waterloo
- Peer Reviewer, Western Law Journal
- Black Duck Certified Legal Specialist

## **Thought leadership**

### **Publications**

- “Canadian Intellectual Property Office (CIPO) introduces new trademark examination service standards with a view to reducing prosecution delays”, January 31, 2024
- “ElevateIP: Everything you need to know about Canada’s newest funding program for Canadian startups,” November 29, 2023
- “Intellectual Property Ontario (IPON) now accepting applications to fund Ontario innovators,” November 16, 2023
- “Government of Canada launches public consultation on the implications of generative artificial intelligence on copyright,” October 25, 2023
- “U.S. Court holds that AI generated works cannot be copyrighted: Implications for AI generated works in Canada,” October 11, 2023
- “Canadian Intellectual Property Office (CIPO) to significantly increase official fees on January 1, 2024,” September 20, 2023
- “What your company needs to know about IP,” David Johnston Research + Technology Park, University of Waterloo, August 22, 2022
- “CIPO announces expedited examination process and other measures to improve Canadian trademark examination timelines,” May 7, 2021
- “The Countdown to June 17, 2019 is On: Act Now to Protect Your Trademark Portfolio and Save Money before Canada’s New Trademark Regime Takes Effect,” May 28, 2019
- “Change on the Horizon: Significant Amendments to Canada’s Trademark Laws Take Effect on June 17, 2019: What Charities and Not-for-Profits Can Do Now to Prepare,” December 13, 2018
- “IT service and infrastructure providers beware: Key guidance released by the CRTC regarding liability of intermediaries for CASL breaches,” December 6, 2018
- “The Date is Set – Canada’s New Trademark Laws Take Effect on June 17, 2019: What You Can Do Now to Prepare,” November 22, 2018
- “Canada’s Proposed New Trademark Regulations Released for Comment,” June 22, 2017
- David Schnurr interviewed on impact of CASL by CBC News, June 4, 2014
- David Schnurr’s chapter on Cloud Computing is published in LexisNexis’ legal text “Social Media and Internet Law,” May 2, 2014
- “A Cause For Concern To Geo-Domain Name Owners? CIRA Orders Transfer Of niagararegion.ca To Municipality,” Information & Technology Law (Carswell), Vol. 11, No. 3, 2009

## **Presentations**

- Presenter, “AI and IP Essentials for Tech Startups: Protecting Innovation from Day One”, November 27, 2025
- Presenter, “Protecting Innovation on the Move: IP for Transportation and Mobility”, Innovation Factory, June 26, 2025
- Co-presenter, “Identifying Key IP, IT and Privacy Issues In Corporate Transactions and Contracting”, April 29, 2025

- David Schnurr presents a seminar at the University of Waterloo on the topic of Startup Law 101: Intellectual Property (IP) Basics and Government Funding Opportunities through ElevateIP and IPON, November 27, 2024
- David Schnurr presents an ElevateIP webinar on Intellectual Property (IP) Commercialization and Licensing for Startups, May 15, 2024
- David Schnurr participates as a member of an expert panel on “The Competitive Advantage of Innovative Operations” at the 2024 Manufacturing Summit, May 9, 2024
- David Schnurr assists the Western Law IP Moot Teams in preparation for the Harold G. Fox Canadian Intellectual Property Moot, February 15, 2024
- David Schnurr leads a roundtable discussion on the intersection of Intellectual Property and Artificial Intelligence (AI) at the Velocity Incubator at the University of Waterloo, February 29, 2024
- Presenter, “Advanced Intellectual Property”, Western University Faculty of Law, January 9, 2023
- Presenter, “Intellectual Property Law Masterclass,” University of Waterloo Faculty of Engineering, November 22, 2023
- Presenter, “Startup Law 101,” Wilfrid Laurier University (Lazaridis School of Business and Economics), October 31, 2023
- Presenter, “Startup Law 101,” Wilfrid Laurier University, October 28, 2021
- Presenter, “IP Protection Strategies for Municipalities,” October 26, 2021
- Presenter, “Trademark Enforcement,” University of Western Ontario, November 24, 2020
- Presenter, “Startup Law 101,” University of Waterloo, November 18, 2020
- Presenter, “Startup Law 101: Intellectual Property Considerations for Entrepreneurs,” Innovation Guelph, September 30, 2020
- Panel moderator, “Trademark Squatting: Protecting Trademarks Across Borders,” International Intellectual Property Law Association (IIPLA) Annual meeting in Palo Alto, California, September 24-25, 2019
- Presenter, “Startup Law 101: Essentials of Intellectual Property for Entrepreneurs,” University of Guelph, The Hub Incubator Program, July 24, 2019
- Co-presenter, “The Countdown to June 17, 2019 is On: Act Now to Protect Your Trademark Portfolio and Save Money Before Canada’s New Trademark Regime Takes Effect,” Toronto, May 28, 2019
- Presenter, “Legal Perspectives on the Intersection of Copyright Law and Open Date”, Inform Ontario 44th Annual Education and Networking Symposium & 2019 Annual General Meeting, May 23, 2019
- Presenter, “Everything You Need to Know to Prepare for June 17, 2019 – The In-Force Date of Canada’s New Trademark Regime,” Trademark Law Seminar, Waterloo, April 25, 2019
- Teaches the Advanced Intellectual Property course at the Western University Faculty of Law commencing January 8, 2019
- Presents a “SaaS Agreement Bootcamp: Risk Management and Best Practices”, in Waterloo, December 6, 2018

- Presents privacy seminar entitled “Canada’s Mandatory Privacy Breach Notification Law: What You Need to Know”, to members of the Ontario Mutual Insurance Association, November 28, 2018
- Presents seminar entitled “Startup Law 101: Basics of Intellectual Property (IP) Law”, at the University of Waterloo, November 2018
- Presented a seminar entitled “Essential Legal Considerations in Cloud Computing” at the Social Media and Internet Law: Your Comprehensive Guide program in Toronto, October 2018
- Participates in an intellectual property law career panel organized by the Western Intellectual Property Association, at the Western University Faculty of Law, February 6, 2018.
- Presented seminar entitled “So You Want to Build a Startup? Intellectual Property Considerations for Entrepreneurs” at the University of Waterloo, November 2017.
- Presented a seminar on the new CASL legislation and the effect it will have on the business landscape in Niagara on the Lake, June, 2017.
- Presented a seminar on the new CASL legislation and the effect it will have on the business landscape in the Waterloo Office, May, 2017.
- Presented a Trademark and Advertising Law Bootcamp to members of the Guelph Chamber of Commerce at Cutten Fields, April, 2017.
- Presented a seminar entitled “So You Want To Build A Startup? Intellectual Property Considerations For Entrepreneurs” at the Lazaridis School of Business and Economics at Wilfrid Laurier University, February, 2017.
- Presented a seminar on new developments in trademark and advertising law at the Greater Kitchener Waterloo Chamber of Commerce, January, 2017.
- Taught the 2017 Advanced Intellectual Property course at Western University Faculty of Law, 2017
- Presented at the Guelph Chamber of Commerce’s Lunch and Learn Series “Creations of the Mind: How Intellectual Property will make your Business Great”, April 13, 2016
- Conducted a patent seminar within the Cancer Research and Technology Transfer (CaRTT) Program at the Schulich School of Medicine & Dentistry at Western University, March 28, 2016
- Presented on the topic of Intellectual Property Protection to BBA and MBA students in the Entrepreneurial Finance class at Wilfrid Laurier University, February 10, 2016
- “Managing SaaS Agreements: Risk Management and Best Practices” Webinar, held January 2016
- Presented an Intellectual Property Seminar to University of Waterloo students at the Quantum-Nano Centre, Waterloo, November 11, 2015

## **Notable Matters**

- Patent counsel to global industrial goods manufacturers, automotive and mobility innovators, EV and battery technology developers, advanced materials companies, medical device firms, consumer goods manufacturers, AI and software ventures, cleantech and energy-transition companies, and university spin-offs on portfolio development, prosecution strategy, freedom-to-operate, and commercialization of core

innovations.

- Lead advisor on international patent filings, competitive landscape assessments, patentability and infringement risk analyses, and coordinated prosecution across U.S., Canadian, European, and key foreign offices.
- Trademark counsel to consumer brands, automotive and mobility companies, software and SaaS providers, AI solution providers and AI-driven product companies, and retail product manufacturers on clearance, protection, enforcement, and brand portfolio management.
- Advisor on international filing strategies, opposition and cancellation proceedings, marketplace enforcement programs, and rights-supportive go-to-market launch planning.
- Counsel to software developers, SaaS providers, AI solution companies, digital accessibility platforms, and enterprise technology vendors on complex IT contracting matters, including master services agreements, SaaS subscription agreements, data-processing addenda, licensing arrangements, and integration/implementation projects.
- Advisor on technology procurement, cloud and API integrations, data governance and IP ownership structures, and negotiation of commercially balanced terms across multi-jurisdictional technology deployments.
- Counsel (Mergers & Acquisitions) to acquirers and sellers in share and asset transactions involving technology companies, manufacturing businesses, consumer brands, AI startups, and regulated industries.
- Advisor on IP and technology due diligence, transaction structuring, risk allocation, and negotiation of definitive agreements.
- Counsel to early-stage and growth-stage startups, including AI ventures, software developers, mobility and cleantech innovators, consumer product companies, and university spin-offs on entity formation, IP strategy, founder arrangements, equity structuring, and early commercial contracting.
- Advisor to emerging companies and investors on seed and venture financings, SAFE and convertible instruments, due diligence readiness, and scaling-stage commercial, IP, and regulatory considerations.
- Counsel to a large Canadian-based e-commerce retailer.
- Counsel to Canadian universities and colleges on IP, business and technology law matters.
- Counsel to public and private Canadian organizations in the negotiation of contracts for ERP software, integration and implementation.
- Counsel to Ontario municipalities on IP, business and technology law matters.
- Lead external counsel to Crown corporations, SMEs and non-profit organizations.
- Counsel to Ontario school boards regarding the implementation of student information and ERP systems.
- Counsel to a large American multinational conglomerate operating in the fields of industry, worker safety, US health care, and consumer goods on Canadian technology and privacy law matters.
- Counsel to a multinational wireless communications company, and one of Canada's largest technology companies, on hundreds of technology contract matters, including multi-million dollar IT outsourcing transactions and oversight of client in-house legal counsel, contract specialists and business stakeholders.

- Lead external counsel to a large governmental organization in a multi-million dollar upgrade of its CRM platform.
- Lead external counsel to a large IoT analytics software company.
- Counsel to a leading wearable technology company.
- Counsel to for a leading customer experience and process automation software company for auto manufacturers and dealerships.
- Counsel to education sector human resources, payroll, and finance solutions providers.
- Lead external counsel to multiple Canadian municipalities complex multi-million dollar IT outsourcing transaction.
- Lead counsel on a significant number of IT-related transactions, including negotiation vis-a-vis global IT service/SaaS providers, IT consultants, and hardware and software vendors, including SAP, Oracle, IBM, Apple, Microsoft, Google, Dell, Nvidia, Accenture, AT&T, HP, Capgemini, TCS and Salesforce.
- Counsel to businesses in software copyright infringement disputes with BSA (The Software Alliance).
- IP Counsel to a famous Canadian author.

## **Memberships & affiliations**

- Member, International Bar Association (IBA)
- Member, ABA Business Law Section
- Member, ABA Science & Technology Law Committee
- Member, ABA Mergers and Acquisitions Committee
- Member, ABA Cyber & Technology Law Committee
- Member, ABA Intellectual Property Section
- Fellow, Intellectual Property Institute of Canada (IPIC)
- Approved Service Provider, ElevateIP
- Approved Service Provider, IPON (Intellectual Property Ontario)
- International Associate, American Bar Association (Business Law Section)
- Registered Foreign Patent/Trademark Attorney Affiliate, AIPLA (American Intellectual Property Law Association)
- Member, INTA (International Trademark Association)
- Member, Toronto Computer Lawyers' Group (TCLG)
- Member, Communitech
- Member, Greater Kitchener Waterloo Chamber of Commerce
- Member, Cambridge Chamber of Commerce
- Member, Guelph Chamber of Commerce
- Member, Ontario Agri Business Association

- Member, Canadian and Ontario Bar Associations
- Member, Waterloo Law Association
- Member, Law Society of Ontario
- Member, Canadian Technology Law Association (CAN-TECH)
- Member, Toronto Intellectual Property Group (TIPG)
- Member, International Federation of Computer Law Associations (IFCLA)