



Cynthia Rowden
B.A., LL.B.

Counsel | Toronto
416.957.1617
crowden@bereskinparr.com

Practice Groups

Cannabis
Copyright & Digital Media
Dispute Resolution
Licensing & Transactions
Litigation
Trademarks

Education

LL.B., Queen's University, 1978
B.A., Carleton University, 1975

Qualifications

Admitted to the Ontario Bar, 1980
Registered Canadian Trademark Agent, 1980

Professional Memberships

Association Littéraire & Artistique Internationale (ALAI)
Canadian Bar Association (CBA)
Canadian IT Law Association (IT.CAN)
Intellectual Property Institute of Canada (IPIC), Fellow
International Trademark Association (INTA)
Pharmaceutical Trade Marks Group (PTMG)
Toronto Intellectual Property Group (TIPG)
Women's Law Association of Ontario (WLAO)

Experience

Cynthia Rowden is counsel with Bereskin & Parr LLP.

Cynthia specializes in all areas of trademark and copyright law. Much of her practice relates to managing the international trademark portfolios of large Canadian companies, and the Canadian portfolios of some of the biggest trademark owners in the world. For Canadian companies, her focus is expanding brand protection around the world. Her practice includes advice on selecting and protecting new marks, opposition and cancellation proceedings, strategy for enforcement, and Internet-related intellectual property issues.

Cynthia has chaired and served on numerous committees involved in trademark law, Internet and domain name law and international trademark protection. She is a past President of the Intellectual Property Institute of Canada (IPIC), and has previously chaired both its Trade-mark Joint Liaison and Trade-mark Legislation Committees. She is currently a member of the Institute's Trade-mark Legislation Committee. Cynthia was previously a member of the Board of Directors of the International Trademark Association (INTA), and currently chairs the Canada subcommittee of the Legislation and Regulation Committee. For both IPIC and INTA, she has been involved in reviewing, commenting and presenting to the government on new legislation dealing with counterfeits, Olympic marks and other changes to the *Trade-marks Act*. She is a frequent writer and speaker on trademark law, and has delivered an annual paper on recent developments in trademark law presented by the Law Society of Upper Canada.

Cynthia is internationally recognized as a leading trademark practitioner. For example, she was listed as one of North America's "Most Highly Regarded Individuals" in *Who's Who Legal: Trademarks 2016*, having developed a reputation for consistency in excellence across the full spectrum of trademark-related matters. Cynthia is also recognized as a Band 1 practitioner in *Chambers Global 2016* and is "highly esteemed for her unrivalled knowledge of



trademark law." She has been named among the most highly regarded individuals in intellectual property in the 20th edition of the *Canadian Legal Lexpert Directory*, and has previously been awarded "Trademarks Lawyer of the Year" by *Who's Who Legal* and "Lawyer of the Year" by *The Best Lawyers in Canada, Best Lawyers' Toronto Intellectual Property Law*. She was honoured with the INTA President's Award in 2014, being noted as a "dedicated, knowledgeable and expert practitioner".

Accolades

- Bereskin & Parr Ranked and Eleven Professionals Recognized as Leading Trademark Professionals in World Trademark Review 1000 2018
- Four Bereskin & Parr Practitioners recognized as Thought Leaders in 2018 by Who's Who Legal Canada
- The Legal 500 Canada 2018 Guide ranks Bereskin & Parr as a Top Tier IP Firm nationwide
- Chambers Canada 2018 Ranks Bereskin & Parr as a Leading IP Law Firm in Canada
- Best Lawyers in Canada 2018
- Managing Intellectual Property's 2017 Top 250 Women in IP
- 2017 IP Stars Patent
- Who's Who Legal Lawyer of the Year Award for Trademarks 2017
- Who's Who Legal 100 2017
- 2017 Canadian Legal Lexpert Directory
- Bereskin & Parr Shortlisted for Diversity and Women in Business LMG Awards and Six Professionals Nominated for Specialty Practices in IP
- Chambers Global 2017
- *World IP Review: Leaders 2017*
- *World Trademark Review 1000 2017*
- *Lexpert Guide to the Leading U.S./Canada Cross-Border Corporate Lawyers in Canada*
- *Chambers Canada 2017*
- *Expert Guides: Women in Business Law 2016*
- *Best Lawyers in Canada 2017*
- *2016 Canadian Legal Lexpert Directory*
- *Who's Who Legal: Trademarks 2016*
- *Managing Intellectual Property IP Stars - Top 250 Women in IP*
- *Expert Guides: Trade Mark 2016*
- *Chambers Global: The World's Leading Lawyers for Business 2016*
- *The Legal 500 Canada 2016*
- *The 2016 Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada*
- *World Trademark Review 1000 - The World's Leading Trademark Professionals 2016*
- *Who's Who Legal Canada 2015*
- *Chambers Canada Guide 2016*
- *Expert Guides: Women in Business Law 2015*
- *Best Lawyers in Canada 2016*
- *Who's Who Legal: Trademarks 2015*
- *2015 Canadian Legal Lexpert Directory*
- *Managing Intellectual Property's 2015 IP Stars Handbook: Trade mark and Copyright*
- *Who's Who Legal 100 2015*
- 2015 Canadian Outstanding IP Practitioner
- *World Trademark Review 1000 – The World's Leading Trademark*

**Bereskin
& Parr**



Professionals 2015

- *The 2015 Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada*
- *The Legal 500 Canada 2015*
- 2014 INTA President's Award
- *Best Lawyers in Canada 2015*
- *Expert Guides: Guide to the World's Leading Women in Business Law 2014*
- *The International Who's Who of Trademark Lawyers 2014*
- *Expert Guides: Guide to the World's Leading Trade Mark Law Practitioners 2014*
- *The 2014 Canadian Legal Lexpert Directory*
- *Managing Intellectual Property's IP Stars Handbook 2014: Trade mark and Copyright*
- *Who's Who Legal's Trademark Lawyer of the Year 2014*
- *Chambers Global 2014*
- *World Trademark Review 1000: The World's Leading Trademark Professionals 2014*
- *Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada 2014*
- *Who's Who Legal: Canada 2013*
- *Expert Guides: Guide to the World's Leading Women in Business Law 2013*
- *Best Lawyers in Canada 2014*
- *Expert Guides: Best of the Best 2013*
- *The International Who's Who of Trademark Lawyers 2013*
- *The Canadian Legal Lexpert Directory 2013*
- *Chambers Global: The World's Leading Lawyers for Business 2013*
- *World Trademark Review 1000: The World's Leading Trademark Professionals 2013*
- *Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada 2013*
- *Expert Guides: Guide to the World's Leading Women in Business Law 2012*
- *The International Who's Who of Trademark Lawyers 2012*
- *Expert Guides: Guide to the World's Leading Trade Mark Law Practitioners 2012*
- *Chambers Global: The World's Leading Lawyers for Business 2012*
- *World Trademark Review 1000: The World's Leading Trademark Professionals 2012*
- *Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada 2012*
- *Who's Who Legal: Canada 2011*
- *The International Who's Who of Trademark Lawyers 2011*
- Named one of *Best Lawyers in Canada 2012*
- *PLC Cross-border IP in Business Transactions Handbook 2011/2012*
- *Expert Guides: The Best of the Best 2011*
- *Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada 2011*
- *Best Lawyers in Canada 2011*
- *Who's Who Legal: Canada 2010*
- *Managing Intellectual Property (MIP) 2010*
- *Expert Guides: Guide to the World's Leading Trade Mark Law Practitioners 2009*
- *Chambers Global: The World's Leading Lawyers for Business 2010*
- *Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada 2010*
- *The International Who's Who of Trademark Lawyers 2009*