



Cynthia Rowden
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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 Trademark Joint Liaison and Trademark Legislation Committees. Cynthia was previously a member of the Board of Directors of the International Trademark Association (INTA), and is a winner of INTA's President's Award. She currently chairs INTA's Legislation and Regulation Canada Subcommittee. For both IPIC and INTA, she has been involved in reviewing, commenting and presenting to the government on Canada's new trademark legislation, as well as laws dealing with counterfeits and plain packaging for tobacco and cannabis products. She is a frequent writer and speaker on trademark law and practice.

Cynthia is internationally recognized as a leading trademark practitioner. She is listed in *Chambers Global 2019*; *Chambers Canada 2019*; *World Trademark Review 1000 2019*; *Canadian Legal Lexpert Directory 2019*; *2019 Lexpert® ALM 500*; *Who's Who Legal: Thought Leaders 2019*; *Who's Who Legal: Trademarks 2018*; *Best Lawyers in Canada 2019* and *World IP Review: Leaders 2019*.

Recent Articles

- New Bad Faith Challenges – are they enough to discourage abusive trademark filings?
- Federal Court infers intent to abandon a trademark in

Practice Groups

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)
Law Society of Ontario (LSO)
Pharmaceutical Trade Marks Group (PTMG)
Toronto Intellectual Property Group (TIPG)
Women's Law Association of Ontario (WLAO)



expungement proceedings. Can we “infer” that the Opposition Board “intends” to follow the Court’s lead?

- Trademarks On Promotional Products – Profit Is Not A Requirement For Use
- You Need More than Reservation Services to Reserve and Preserve Your Rights in Canada
- Canada’s New Trademark Regime: Cost-Saving Tips and Recommendations

Accolades

- Cynthia Rowden Awarded IPIC’s Member of Distinction
- Bereskin & Parr ranked in Chambers Canada 2020 as a Leading IP Law Firm
- 23 Bereskin & Parr Professionals Listed in 2020 Best Lawyers in Canada
- Seven Bereskin & Parr Professionals Recognized in 2019 Expert Guide: Women in Business Law
- 22 Bereskin & Parr Professionals Listed in the Canadian Legal Lexpert Directory 2019