



Anthony M. Prenol

Partner | Toronto

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Anthony is the Practice Group Leader for the Blakes Intellectual Property group. He is involved in all aspects of the clearance, prosecution and enforcement of intellectual property rights. He is a lawyer, patent agent and trade-mark agent.

Anthony's litigation practice focuses on patent, trade-mark, copyright and trade secret litigation. He has represented clients at all levels of court up to the Ontario Court of Appeal and the Federal Court of Appeal. He has also represented clients before various administrative tribunals such as the Trade-marks Opposition Board and Advertising Standards Canada.

Anthony is responsible for the prosecution of patent and trade-mark portfolios for clients in a wide variety of industries. He also regularly advises clients on areas such as comparative advertising, patent and trade-mark clearance, official marks and the intersection of intellectual property and competition law.

SELECT EXPERIENCE

- Counsel for defendant at trial and on appeal in successfully invalidating a patent relating to fracturing technology and obtaining a declaration of non-infringement (*Packers Plus v. Essential Energy*)
- Counsel for defendant at trial and on appeal in successfully invalidating two patents relating to electrical switchgear and obtaining a declaration of non-infringement in respect of both patents (*ABB v. Hyundai Heavy Industries*)
- Counsel for respondent in successfully defending an application for an interlocutory injunction relating to a software license agreement (*ProPurchaser v. Wifidelity*)
- Counsel for appellant in the Federal Court of Appeal in successfully invalidating a trademark registration (*Reynolds v. P.R.S. Mediterranean*)

AWARDS & RECOGNITION

Anthony has been recognized as a leading patent and trade-mark lawyer in the following publications:

- *Chambers Canada: Canada's Leading Lawyers for Business 2020 (Intellectual Property)*
- *The Best Lawyers in Canada - 2019-2020 (Intellectual Property Law)*
- *Managing Intellectual Property IP Stars 2019/20*
- *WIPR Leaders 2019*

- *Who's Who Legal: Patents 2019*
- *Who's Who Legal: Trademarks 2019*
- *The Canadian Legal Lexpert Directory 2019* (Intellectual Property)
- *World Trademark Review 1000: The World's Leading Trademark Professionals 2019*
- *IAM Patent 1000: The World's Leading Patent Practitioners 2019*
- *Chambers Global: The World's Leading Lawyers for Business 2019* (Intellectual Property)
- *Benchmark Canada: The Definitive Guide to Canada's Leading Litigation Firms and Attorneys - 2018 Edition* (Litigation Star – Intellectual Property)
- Legal Media Group's *Trade Mark 2018 Expert Guide*
- Legal Media Group's *Guide to the World's Leading Patent Experts 2017*

PUBLICATIONS

Co-author: [A New Frontier: Canada Overhauls Its Trademarks Act](#)
Blakes Bulletin on Intellectual Property, May 14, 2019.

Co-author: [The International Comparative Legal Guide to: Patents](#)
9th ed., Global Legal Group, August 2018.

Author: [IP Q&A: How to Navigate Canada's Official Marks System](#)
Blakes Bulletin on Intellectual Property, August 2, 2018.

PROFESSIONAL APPEARANCES

Speaker: [Introduction to Legal Basics for Start-ups and Protecting your Intellectual Property](#)
JLABS, Edmonton and Calgary, Alberta, October 8-9, 2019.

Moderator: [Obviousness - Developments in Canadian Law](#)
AIPPI Canada Lunch 'n Learn, Toronto, Ontario, June 20, 2018.

Speaker: [Trademark Case Law Review: Official Marks and s. 7\(a\)](#)
Webinar, Intellectual Property Institute of Canada, June 15, 2018.

Speaker: [Protecting Your Intellectual Property](#)
Let's Talk Legal - How to... Navigate the Legal Landscape: A workshop for early stage ventures, JLABS@Toronto, Toronto, Ontario, June 5, 2018.

Speaker: [Trademark Case Law Review: Likelihood of Confusion](#)
Webinar, Intellectual Property Institute of Canada, April 13, 2018.

Speaker: [Protecting and Enforcing Your Intellectual Property in Canada](#)
Webinar, Licensing Industry Merchandisers' Association (LIMA), January 17, 2018.

Lecturer: [The Basics of Trade-mark Use in Canada: The Who, What, Where, When, Why, How and Future Understanding Trade-marks](#), McGill University and the Intellectual Property Institute of Canada, Quebec, Canada, July 25, 2017.

Lecturer: [An Introduction to Trade-mark Law in Canada](#)

Understanding Trade-marks, McGill University and the Intellectual Property Institute of Canada, Quebec, Canada, July 24, 2017.

Moderator: The Big Bang; When Trademarks Collide with Other IP Rights

Annual Meeting, International Trademark Association, Barcelona, Spain, May 22, 2017.

Speaker: Trademark Case Law Review: Official Marks and s. 7(a)

Webinar, Intellectual Property Institute of Canada, May 12, 2017.

Speaker: Trademark Case Law Review: Confusion

Webinar, Intellectual Property Institute of Canada, April 28, 2017.

MEDIA APPEARANCES

Quoted: Businesses should prepare for trademark trolls

Interviewed by Meagan Gillmore, Law Times, June 11, 2018.

PROFESSIONAL ACTIVITIES

Anthony is a Vice-Chair of the Industrial Designs Committee of the Intellectual Property Owners Association. He is a member of the Board of Advisors for the Canada chapter of the Licensing Industry Merchandisers' Association (LIMA Canada). He has previously served on the International Trademark Association's editorial board for The Trademark Reporter and the Famous & Well-Known Marks Committee and is currently a member of their Emerging Issues Committee.

EDUCATION

Registered Patent Agent, Canada - 1997

B.Math, University of Waterloo - 1992

Admitted to the Ontario Bar - 1990

Registered Trade-mark Agent, Canada - 1990

LL.B., University of Toronto - 1988