

Sylvain Pierrard

Associate - Trade-mark Agent

Sylvain Pierrard is a lawyer and trade-mark agent in the firm's Business law and the Intellectual Property groups. He focuses his practice on trademarks, copyright, corporate and commercial law.

M^e Pierrard is regularly asked to draft legal opinions and agreements pertaining to intellectual property for a varied clientele. He also works on trademark registrations, appears before the Trademarks Opposition Board and negotiates trademark-related agreements.

Part of his practice is devoted to preparing promotional contest rules and documents, as well as for questions related to domain names.

A member of the Lavery GO inc. program, M^e Pierrard advises and assists entrepreneurs and start-up companies in both corporate and intellectual property law.

Professional and community activities

Member of the *Regroupement des praticiens du droit des marques de commerce*

Board of directors of the *Chambre de commerce française au Canada*, Québec division

Member, *Jeune Chambre de commerce de Québec*

Publications

S. Pierrard (collaboration), chapter « Le droit d'auteur », in S. Lemay, *Guide pratique de la propriété intellectuelle*, LexisNexis Canada, December 20, 2018

S. Pierrard and C. Fauchon, "Commentary on the *Cedrom SNI inc. v. La Dose pro inc.* decision – *L'exception permettant l'utilisation d'une œuvre protégée par droit d'auteur à des fins de communication de*



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Bar Admission

Québec, 2015

Languages

nouvelles" [The exception that allows the reproduction of a copyright-protected work for the purposes of news dissemination], Éditions Yvon Blais, 2017

S. Pierrard et S. Lemay, "Les marques de commerce descriptives", *Développements récents en propriété intellectuelle Service de la formation continue du Barreau du Québec*, volume 421 [Descriptive Trademarks, Recent Developments in Intellectual Property in the Continuing Education Service of the Barreau du Québec], Éditions Yvon Blais, 2016

Conferences

Training in intellectual property for students of the law degree from *Université Laval* : " *Introduction au droit des dessins industriels* ", course DRT-2305 - Patent and trademark law, Quebec city, February 10, 2020

Speaker for the *l'Association du Barreau Canadien* : " *Intelligence artificielle : Gestion du changement et de l'innovation dans un milieu professionnel* ", New trends in the legal environment - annual training day of *ABC-Québec* et *SOQUIJ*, Montreal, October 31, 2019

Speaker for the Groupe Les Affaires: "Ethics: What are the impacts of the development of a discriminatory artificial intelligence system? ", Quebec City, December 6, 2018

Speaker for the Groupe Les Affaires: "Open innovation: intellectual property models to be reinvented? ", Montreal, September 18, 2018

Provided training on Intellectual Property to students of the *l'École d'entrepreneuriat de Québec*, Quebec City, October 2016 to February 2018

Speaker for the *Table de concertation de l'industrie du cinéma et de la télévision de la Capitale-Nationale* : " *Introduction au droit d'auteur* [Introduction to copyright]", Quebec City, November 2017

Speaker for the Salon Carrière Formation : " *Une carrière en entrepreneuriat c'est facile? Oui, lorsqu'on est bien conseillé!*" [Is a career in entrepreneurship easy? With

English
French

Practice areas

Technology and Entertainment

Artificial Intelligence

Mergers and Acquisitions

Trade-Marks and Domain Names

Copyrights

SME

Commercial

the proper advice, yes!”, Quebec City, 2016

Education

LL.B., *Université Laval*, 2014 (registration on the Dean's Honor Roll)

Master's in business law, *Université Jean Moulin Lyon III* (France), course taken at the *Université Laval* during an exchange program, 2012

Licenciate in law, *Université Jean Moulin Lyon III* (France), 2011

D.U.T. Carrières Juridiques, *Université Jean Moulin Lyon III* (France), 2010