

Isabelle Jomphe

Partner - Lawyer - Trademark Agent - Co-leader of the Intellectual Property Group

Isabelle Jomphe is a partner, lawyer and trademark agent in Lavery's intellectual property group. Ms. Jomphe's expertise includes trademark, industrial design, copyright, domain names, trade secrets, technology transfers, as well as advertising law, labelling and Charter for the French Language regulations.

Ms. Jomphe is known for providing strategic and practical advice in all aspects of IP law, with an emphasis in the field of trademarks. She advises clients in trademark clearance searches, filing strategies, opposition proceedings and litigation in Canada and abroad.

Ms. Jomphe aims to ensure that her clients reach their business objectives efficiently as far as their IP rights are concerned. Apart from being actively involved in the management and protection of trademark portfolios, she has been involved in a number of corporate transactions, due diligence, licensing, and litigation matters involving IP assets.

Ms. Jomphe is a member of numerous IP associations including Intellectual Property Institute of Canada and International Trademark Association, and has served on various committees throughout her career.

Publications

- "Trademarks and Charter of the French language: What can you expect from Bill 96?", *Lavery Newsletter*, May 2022
- "Studios and designers: How to protect the intellectual property of your video games?", *Lavery Newsletter*, March 2021
- "Studios and designers: Are you sure that you own the intellectual property rights to your video games?", *Lavery Newsletter*, January 2021
- "Further COVID-19 Update on Canadian IP", *Lavery Newsletter*, July 2020
- "COVID-19: Update on Canadian IP", *Lavery Newsletter*, March 2020
- "The 2020-2021 Quebec Budget: New Measures to Promote Innovation", *Lavery Newsletter*, March 2020
- "New notification process at the Trademarks Office", *Lavery Newsletter*, July 2019
- "The countdown is on to protect your trademarks in Canada", *Lavery Newsletter*, May 2019
- "The United States-Mexico-Canada Agreement (USMCA): What this means for Canadian IP law", *Lavery Newsletter*, November 2018
- "Why register your brands with the Amazon Brand Registry", *GGData*, July 2018
- "Un nouveau passage à l'horizon : les indications géographiques", *Les Cahiers de la Propriété Intellectuelle*, January 2017
- "New regulations for the owners of non-French trade-marks", *GGData*, December 2016
- "Trade-marks in Quebec and the Charter of the French Language: the end of a debate, and the start of another?", *GGData*, May 2016
- "The Charter of the French language reviewed by the Court of Quebec", *Newsletter GGDat*, March 2015
- "Future changes to Canada's Trade-Marks Act", *Newsletter GGDat*, October 2014
- "Your Mark.XXX", *Newsletter GGDat*, vol. 11, no. 2, October 2011
- "The scope of protection for famous marks according to the Supreme Court of Canada", *Newsletter GGDat*, Vol. 6, No. 2, July 2006
- "A New Trade-mark Practice: First Come, First Served? Close, But Not Quite!", *Newsletter GGDat*, Vol. 5, No. 3, July 2005
- "Suite de l'affaire Best Western : doit-on permettre l'enregistrement des marques descriptives figuratives?", *Développements récents en droit de la propriété intellectuelle*, Vol. 234, 2005
- "L'article 5 de la Loi sur les Marques de Commerce : une espèce en voie de disparition?", *Les Cahiers de Propriété Intellectuelle*, Vol. 14, No. 1, 2001

Conferences

- "Charter of the French language: An update on your obligations with respect to labeling, advertising, public signage and the francization process.", annual intellectual property conference, april 2024
- "Your brand and the Charter of the French language: what do you have to do to comply with the new rules? ", Annual intellectual property conference, april 2023
- "The Charter of the French Language and trademarks", Annual intellectual property conference, april 2022
- "Droit de la mode : Inspiration ou contrefaçon : où se situe la frontière?", *RPM*, Montréal, February 2017
- "Nouvelles indications géographiques : vos marques, emballages et publicités doivent-ils être modifiés?", *RPM*, Montréal, March 2016
- "La PI : quels avantages peut-elle vous offrir?", *Matte-Victorin College*, March 2015
- "L'article 9(1)(a)(ii) brevet public: portée et limites de leurs droits", *RPM*, Montréal, March 2014
- " Marques sous haute surveillance ", *Bureau de Québec*, Montréal, November 2008
- "Tout ce que vous avez toujours voulu savoir sur la propriété intellectuelle sans jamais avoir le demander", Intellectual Property Symposium organized by the Intellectual Property Institute of Canada and the Canadian Bar Association, 2003 and 2005
- "Stratégies de gestion d'un portefeuille de propriété intellectuelle", *Musée de Québec*, Québec City, 2000
- "Canadian Trade-mark Practice", presented before the Wisconsin Intellectual Property Law Association, October 1999
- "Les couleurs à titre de marques", presented before the Intellectual Property Institute of Canada program, January 1999
- Workshop in Trade-marks presented as part of the "Trade-mark 1" course organized in association with the Intellectual Property Institute of Canada and McGill University from 1997 to 2010
- "Introduction to Trade-marks and Copyrights" presented at various conferences and seminars since 1994

Professional and community activities

- Canadian Centre for Architecture
 - Board member – 2015 - 2020
- Art Surocculta
 - Chair of the Board since – 2018 - 2020
 - Board member and secretary – 2015-2018

Distinctions

- The Canadian Legal LEXPERT® Directory in the field of Advertising & Marketing Law, since 2025
- World Trademark Review 1000, Leading Trademark Professional, 2025
- The Best Lawyers in Canada, *Lawyer of the Year*, Intellectual Property Law, 2025
- The Best Lawyers in Canada in the field of Advertising and Marketing Law, 2024
- Ms. Jomphe has been selected as one of the Leading Trademark Professionals by the World Trademark Review 1000 (2012, 2013, 2014, 2023 and 2024 Editions) amongst the best trade-mark experts in Canada
- The Best Lawyers in Canada in the field of Intellectual Property since 2020
- The Canadian Legal LEXPERT® Directory in the field of Intellectual Property, since 2021



2025 LEXPERT RANKED LAWYER

Education

■ LL.L., Civil Law, *Université de Montréal*, 1991

Boards and Professional Affiliations

Member of the Executive Committee of the firm (Lavery Lawyers)

Canadian Bar Association

■ President of the Executive Committee – Telecommunications, Information and Intellectual Property section, 1999-2002

■ Intellectual Property Institute of Canada (IPIC)

■ Member of the Trademark Practices Committee, 1997

■ Member of the Public Awareness Committee, 2002-2003

■ Member of the Trademark Agents Examining Board, 1999-2000

■ Member of the Education Committee, 1998-2000

■ Member of the McGill Courses Liaison Committee, 1998-2000

■ Director of "Trademark Course F", offered by the Intellectual Property Institute of Canada and McGill University, 1999-2000

■ Assistant Director of "Trademark Course F", offered by the Intellectual Property Institute of Canada and McGill University, 1998-1999

■ International Trademark Association (INTA)

■ Member of the Membership Committee, 2002-2005

■ Member of the Canadian Legislative Analysis Committee and Subcommittee, 1996-2001

■ *Association Littéraire et Artistique Internationale (ALAI)*

■ *Regroupement des praticiens en marques de commerce (RPM)*

■ *Association des praticiens du droit des marques et modèles (APRAM)*

■ College of Patent Agents and Trademark Agents (CPATA)

Industries

■ Manufacturing

■ Sports and Entertainment