

Isabelle Jomphe

Partner - Lawyer - Trade-mark Agent - Co-leader of the Intellectual Property Group

Isabelle Jomphe is a partner, lawyer and trade-mark agent in Lavery's intellectual property group. Ms. Jomphe's expertise includes trade-mark, 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 trade-marks. She advises clients in trade-mark 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 trade-mark 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
- ["Studies and designers: How to protect the intellectual property of your video games?"](#), Lavery Newsletter, March 2021
- ["Studies 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 consideration 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
- ["Who register your brands with the Amazon Brand Registry"](#), GGDData, July 2018
- ["Un nouveau paysage à l'horizon : les indications géographiques"](#), Les Cahiers de la Propriété Intellectuelle, January 2017
- ["New regulations for the owners of non-French trade-marks"](#), GGDData, December 2016
- ["Trade-marks in Quebec and the Charter of the French Language: the end of a debate, and the start of another?"](#), GGDData, May 2016
- ["The Charter of the French language reviewed by the Court of Québec"](#), Newsletter GGDData, March 2015
- ["Future changes to Canada's Trade-Marks Act"](#), Newsletter GGDData, October 2014
- ["Your Mark XXX"](#), Newsletter GGDData, vol. 11, no. 2, October 2011
- ["The scope of protection for famous marks according to the Supreme Court of Canada"](#), Newsletter GGDData, Vol. 6, No. 2, July 2006
- ["A New Trade-mark Practice: First Come, First Served? Close, But Not Quite!"](#), Newsletter GGDData, Vol. 5, No. 3, July 2005
- ["Suite de l'affaire Best Western : doit-on permettre l'enregistrement des marques descriptives figuratives?"](#), Développement 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

- ["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?"](#), Marie-Victorin College, March 2015
- ["L'article 9\(1\) du Décret sur l'accès public : portée et limites de leurs droits"](#), RPM, Montréal, March 2014
- ["Marques sous haute surveillance"](#), Barreau 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 (since 2015)
- Art Souterrain
 - Chair of the Board since 2018
 - Board member and secretary – 2015-2018

Distinctions

- 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 EXPERT® Directory in the field of Intellectual Property, since 2021



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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 Trade-mark Practices Committee, 1997
 - Member of the Public Awareness Committee, 2002-2003
 - Member of the Trade-mark Agents Examining Board, 1999-2000
 - Member of the Education Committee, 1998-2000
 - Member of the McGill Courses Liaison Committee, 1998-2000
 - Director of "Trade-mark Course I", offered by the Intellectual Property Institute of Canada and McGill University, 1999-2000
 - Assistant Director of "Trade-mark Course I", offered by the Intellectual Property Institute of Canada and McGill University, 1998-1999
- International Trade-mark 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 (RPMC)
- Association des praticiens du droit des marques et modèles (APRAM)
- College of Patent Agents and Trademark Agents (CPATA)