

## PABLO TSENG\*



**Categories:** [People](#), [Lawyers](#)

Pablo Tseng is an experienced intellectual property (IP) lawyer assisting companies at various stages of maturity in the acquisition, commercialization and enforcement of IP rights. With expertise in all aspects of patent and trademark prosecution and portfolio management, he assists clients in a range of industries, including the chemical, technology, energy, and food, beverage and agribusiness sectors.

Working with clients on commercial and licensing agreements relating to IP and technological assets, Pablo translates complex legal issues into plain language and delivers legal solutions that advance business goals.

As a trademark agent, Pablo provides counsel on issues related to trademark registrability, prepares and prosecutes trademark applications, and handles all aspects of trademark opposition proceedings and expungement proceedings.

As a patent agent, Pablo drafts and prosecutes patent applications, and advises clients on patentability, validity,

infringement and freedom-to-operate issues. His background in chemistry gives him valuable insight into a variety of industries, including cleantech and natural health products.

Pablo is published in peer-reviewed scientific and legal literature, and his legal work has been referenced by the Parliament of Canada.

He is recognized by numerous ranking authorities including *Best Lawyers*, *Lexpert*, *Lexology*, *IAM Patent 1000*, and *WTR 1000*.

**Email:** [pablo.tseng@mcmillan.ca](mailto:pablo.tseng@mcmillan.ca)

**Expertise:** Business Law, Food, Beverage & Agribusiness, Intellectual Property, Startups & Emerging Companies, Technology

**Language Spoken:** English, Cantonese

**LinkedIn:** <https://ca.linkedin.com/in/ptseng>

**Location:** Vancouver

**Phone:** 778.328.1631

**Position/Title:** Partner, Intellectual Property

**Directorships & Affiliations:**

- Hong Kong Canada Business Association (HKCBA) – Vancouver Chapter
- Intellectual Property Institute of Canada (IPIC), Trademark Practices Committee
- Intellectual Property Institute of Canada (IPIC), Industrial Design Practices Committee
- International Trademark Association (INTA) Trademarks Office Practice Committee
- Intellectual Property Institute of Canada
- Canadian Bar Association (CBA) Intellectual Property and Technology Section for British Columbia (2014-2022)
- British Columbia Law Society

**Publications:**

- ["CANADA: Authorities Seek Views on New Powers for Registrar of Trademarks,"](#) International Trademark

Association (February 1, 2023)

- ["The Liability for AI in Healthcare,"](#) CBA National Magazine (September 2, 2022)
- ["CANADA: Line of Latitude is Geographically Descriptive,"](#) INTA (June 1, 2022)
- "What Can and Should the Law do about 'Deepfake': An Update", Internet and E-Commerce Law in Canada, 2019, 19(10): 80-84.
- "Patent numbers warn of decline in Canadian chemical innovation", Chemical Institute of Canada, CIC News, January 2018.
- "Transliteration of Names and Surnames: Revisiting Paragraph 12(1)(a) of the Trade-marks Act", Canadian Intellectual Property Review, 2018, 34: 47-52.
- "A Whiff of Change: Scent Marks as Trademarks", The Advocate, 2013, 71: 863-871.

#### **Education & Admissions:**

**Degree:** Blockchain Strategy Programme

**University:** Saïd Business School, University of Oxford

**Year:** 2022

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**Degree:** Called to the British Columbia bar

**Year:** 2013

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**Degree:** JD

**University:** University of Ottawa

**Year:** 2012

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**Degree:** M.Sc.

**University:** University of Toronto

**Year:** 2009

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**Degree:** B.Sc. (Honours)

**University:** University of Toronto

**Year:** 2007

#### **Media Mentions:**

- ["This article is real — but AI-generated deepfakes look damn close and are scamming people"](#), CBC News, February 4, 2024

- [“AI makes deepfake pornography more accessible, as Canadian laws play catch-up”](#), The Canadian Press, February 3, 2024
- “The National | N.S. Floods, Greece fires, Deepfake ads”, CBC News, July 23, 2023
- [“Pornographie par intelligence artificielle : « une bombe à retardement »](#)”, Radio-Canada, July 14, 2023
- [“弃串流平台买机顶盒预不载预载先查清楚”](#)(Abandoning a Streaming Platform and Purchasing a Set-Top Box: to pre-install or to not pre-install) □ 明报星期六情报 (Mingpao Saturday Magazine) □ March 25, 2023
- “疫苗豁免与专利法” (Vaccine Waivers and Patent Law), A1出击 □ AM1540多伦多 □ May 21, 2021
- “Deep Fakes: What Can Be Done About Synthetic Audio and Video?”, Parliament of Canada (Publication No. 2019-11-E), April 8, 2019
- “Canada set to begin Patent Prosecution Highway pilot program with EU”, Financial Post, November 7, 2014
- “A Whiff of Change: Scent Marks as Trademarks,” The Advocate, 2013, 71: 863-871, (cited as a part of the Reading List of Bill C-8, Combating Counterfeit Products Act, 41st Parliament, 2nd Session) (November 2013)

### Rankings & Recognition:

- Recognized in the 2024 WTR1000 Guide as a leading lawyer in the area of Trademark Prosecution and Strategy
- Recognized by *Best Lawyers in Canada* (2024) as a leading lawyer in the area of Information Technology Law and Intellectual Property Law
- Winner of the Lexpert 2023 Rising Stars Awards: Leading Lawyer Under 40
- Listed in Managing Intellectual Property’s 2023 IP STARS Guide as a Patent Star
- Recognized in the 2023 IAM Patent 1000 Guide as a “Recommended” lawyer in patent prosecution
- Recognized in the 2023 Lexpert Special Edition on Canada’s Leading Technology and Health Sciences Lawyers as a Technology Lawyer
- Recognized in the 2023 Canadian Legal Lexpert Directory as a Leading Lawyer to Watch in the area of Intellectual Property
- Listed in World Trademark Review’s WTR 1000 (2023) – Bronze – Individuals: prosecution in Canada
- Recognized by *Best Lawyers in Canada* (2023) as a leading lawyer in the area of Information Technology Law
- Recognized as a leading author in the Lexology Legal Influencers Q4 2022 (Intellectual Property – Canada)

- Recognized in the 2022 IAM Patent 1000 Guide as a “Recommended” lawyer in the area of patent prosecution
- Recognized in the 2022 Lexpert Special Edition on Canada’s Leading Technology & Health Sciences Lawyers
- Recognized as a leading author in the Lexology Legal Influencers Q1 2022 (Intellectual Property - Canada)
- Recognized in the 2022 Canadian Legal Lexpert Directory as a Leading Lawyer to Watch in the area of Intellectual Property
- Recognized by *Best Lawyers in Canada (2022)* as a leading lawyer in the area of Information Technology Law

### **Speaking Engagements:**

- Introduction to Intellectual Property CCBC Women in E-Commerce Virtual China Mission
- March 9, 2023

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- Gateway to Global Leadership, AIAC Summit
  - November 9, 2022

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- Practice Overview: Intellectual Property Lawyer University of Victoria Business Law Clinic

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- Authentication in Practice: Navigating the Digital Fake CBA Digital Literacy Series
  - June 8, 2020

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- Updates and Tips for your Business Trademark Law Seminar, Vancouver
  - February 27, 2020

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- Intellectual Property Roundtable (Panelist) FACL BC Mentorship Roundtable and Mixer
  - February 20, 2020

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- Intellectual Property Overview CanCham Pearl River Delta Seminar Series
  - November 7, 2019
  - Upload File

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- Recent Changes to the IP Landscape in Canada Hong Kong Institute of Patent Attorneys CPD Seminar
  - November 6, 2019



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- New Trends and Opportunities in the Canadian Cannabis Industry Canadian Bar Association IP Section Seminar

- July 4, 2019

- Upload File

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- What Not to Do: Master Class in Slowing Growth, Helping Competitors, and Making Exits Harder ACETECH CEO Summit

- April 3, 2019

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- Medical Cannabis: New Markets, New Opportunities Grow Your Assets – Intellectual Property for the Cannabis Industry

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- IP Practitioner Roundtable (Panelist) FACL BC Mentorship Roundtable and Mixer

- February 20, 2019

- Upload File

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- National Security Considerations in Cross-Border Research Collaboration, Research Partnerships Webinar

- April 27, 2022

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- IP Updates VGBA Summit North 2018

- October 16, 2018

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- Meeting 120 Standing Committee on Access to Information, Privacy and Ethics

- October 16, 2018

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- Out with the "Old", in with the "New" Hong Kong Institute of Patent Attorneys CPD Seminar

- July 5, 2018

- Upload File

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- Blockchain, ICOs, the Sharing Economy, and other Innovations ACETECH CEO Summit

- April 11, 2018

- Upload File

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- Chemistry Careers Event (Panelist) University of British Columbia – Chemistry Department

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- Intellectual Property Audits Innovation Boulevard Legal Workshop

- April 28, 2016

- Upload File

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- Federation of Asian Canadian Lawyers Leisure Talk, Fairchild TV

- July 10, 2015

- Upload File

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- Intellectual Property and Invention Protection SFU – School of Engineering Science

- October 3, 2013

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- Asia-Facing Private Practice | University of Victoria, Faculty of Law

- February 15, 2022

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- Acetech Patent Law Overview

- December 14, 2021

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- Intro to IP and Employment Law Webinar

- August 5, 2021

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- Get Your Game On: Intellectual Property Rights and Video Games Intellectual Property Institute of Canada

- May 11, 2021

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- Top 10 (and 1) IP Cases in 2020 - BC and Beyond Canadian Bar Association BC IP Section

- February 3, 2021

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- IP/Tech 101: Protect, Commercialize, Monetize Vancouver Startup Week 2020

- September 28, 2020

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- IP/Tech 101: Protect, Commercialize, Monetize Emerging Companies Webinar

- September 10, 2020

**Representative Matters:**

- External patent counsel to a leading research university in Western Canada
- Lead trademark counsel to a major forestry company in Canada
- Canadian trademark counsel to an American Fortune 500 automotive manufacturer
- Lead patent counsel to major athletic apparel retailer in North America
- Lead trademark counsel to a major North American manufacturer of vegetarian and vegan pre-packaged meals

**Industries:** Food, Beverage & Agribusiness, Startups & Emerging Companies, Technology

**Practices:** Business Law, Intellectual Property