

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 serves as the chair of the Canadian Bar Association's Intellectual Property & Technology Law Section in British Columbia. He is published in peer-reviewed scientific and legal literature, and his legal work has been referenced by the Parliament of Canada.

Email: pablo.tseng@mcmillan.ca

Expertise: Energy, 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:

- Chair of the Canadian Bar Association (CBA) Intellectual Property and Technology Section for British Columbia
- British Columbia Law Society (Practising Member)
- Canadian Bar Association (Member)
- Intellectual Property Institute of Canada (Associate)

Publications:

- "[Consider It Handled: A Case Study on Protecting Your Intellectual Property in the Digital Space](#)," Startups @ McMillan (August 2019)
- "[Transliteration of Names and Surnames: Revisiting Paragraph 12\(1\)\(a\) of the Trade-marks Act](#)," Canadian Intellectual Property Review, 2018, 34: 47-52 (October 2018)
- "[Trademarks: Mis-use it and \(potentially\) lose it](#)," Startups @ McMillan (August 2017)
- "[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)

Education & Admissions:

Degree: Called to the British Columbia bar

Year: 2013

Degree: JD

University: University of Ottawa

Year: 2012

Degree: M.Sc.

University: University of Toronto

Year: 2009

Degree: B.Sc. (Honours)

University: University of Toronto

Year: 2007

Media Mentions:

- “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

Speaking Engagements:

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

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- Medical Cannabis: New Markets, New Opportunities Grow Your Assets – Intellectual Property for the Cannabis Industry
 - February 21, 2019

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- IP Practitioner Roundtable (Panelist) FACL BC Mentorship Roundtable and Mixer
 - February 20, 2019

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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
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- Blockchain, ICOs, the Sharing Economy, and other Innovations ACETECH CEO Summit
- April 11, 2018

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

- Intellectual Property Audits Innovation Boulevard Legal Workshop
- April 28, 2016
- Upload File

- IP/Tech 101: Protect, Commercialize, Monetize Emerging Companies Webinar
- September 10, 2020

- Federation of Asian Canadian Lawyers Leisure Talk, Fairchild TV
- July 10, 2015

- Intellectual Property and Invention Protection SFU – School of Engineering Science
- October 3, 2013

- Practice Overview: Intellectual Property Lawyer University of Victoria Business Law Clinic
- June 8, 2020

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

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

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

- Intellectual Property Overview CanCham Pearl River Delta Seminar Series

- November 7, 2019

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

- November 6, 2019

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

- July 4, 2019

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: Energy, Food, Beverage & Agribusiness, Startups & Emerging Companies, Technology

Practices: Intellectual Property