

## ROBERT C. PIASENTIN



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

Robert Piasentin delivers practical legal advice that drives the success of his clients' leadership, governance and strategic negotiation initiatives. He has contributed to the growth of a wide range of businesses in Canada, the United States and England. His strong commercial practice encompasses technology outsourcing transactions, software development and licensing solutions, strategic IP and technology commercialization arrangements, and privacy and cybersecurity issues. Assisting startups and established companies, Robert works with clients in a range of industries including technology, sports, and media, communications and entertainment.

Earlier in this career, Robert served as the general counsel, corporate secretary and privacy officer for a leading North American information technology and management consulting firm for more than 13 years. This extensive in-house experience gives him a unique, practical and deep understanding of the business and legal challenges facing today's technology companies. Clients place immense value and confidence in Robert's

insights when developing, operating and marketing global technology solutions; implementing strategic growth initiatives; and addressing day-to-day operating challenges.

Board chair of the Alzheimer Society of B.C., Robert also sits on the board of the Alzheimer's Research Foundation of British Columbia and the Alzheimer Society of Canada. He is a founding member of both the Association of Corporate Counsel – BC Chapter (where he was the first chair) and the St. Thomas More Catholic Lawyers Guild of British Columbia. He also serves as the secretary of the Red Resort Association.

A former member of the hiring, award and board selection committees of the BC Technology Association, Robert also co-chaired one of its CEO roundtables. He is a frequent contributor to conferences as well as local and national media.

Robert was named one of *Business in Vancouver's* Top Forty Under 40 in 2013, and in the year following he was recognized as one of the Association of Corporate Counsel's Top 30-Somethings. In 2017, Robert was shortlisted as one of the top six global lawyers in the General Commercial category by the Global Counsel Awards.

**Email:** robert.piasentin@mcmillan.ca

**Expertise:** Media, Communications & Entertainment, Startups & Emerging Companies, Technology

**Language Spoken:** English, French

**Location:** Vancouver

**Phone:** 604.893.7636

**Position/Title:** Partner, Technology

**Community Involvement:**

- Alzheimer Society of B.C.:
  - Board Chair (2018 – current)
  - Director (2015 – current)
  - Past 1st Vice Chair of the Board (2016 – 2018)
  - Past Chair of the Governance Committee (2016 – 2018)
- Alzheimer's Research Foundation of British Columbia: Director (2015 – current)
- Alzheimer Society of Canada: Director (2020 – current)
- Association of Corporate Counsel:

- BC Chapter, Founding Member (2011)
- BC Chapter, Board Member (2011 – 2018)
- BC Chapter, Board Chair (2011 – 2014)
- BC Chapter, Past Board Chair (2014 – 2016)
- BC Chapter, Co-Chair Sponsorship Committee (2011 – 2016)
- Global Organization, Board of Directors' Nominating Committee (2015)
- Global Organization, Judge, "Top 30-Somethings" (Awards 2015 – current)
- Innovatio Awards (Canadian Lawyer InHouse / Thomson Reuters): Advisory Panel and Judge (2014 – 2019)
- Canadian Law Awards (Key Media) (successor to Innovatio Awards): Judge (2020 – current)
- BC Technology Association, Web/IT Services CEO-Council Roundtable Co-Chair (2014 – 2019)
- University of British Columbia Allard School of Law, Student Externship Program mentor (2018 – 2020)
- St. Thomas More Catholic Lawyers Guild of BC, Founding Member and Board Member (2011 – current)
- Red Resort Association, Director and Secretary (2017 – current)
- Coquitlam Little League:
  - Director & Umpire-In-Chief (2018 – current)
  - Coach (2012 – 2019) – Canadian Little League Majors All Star Champions 2019
- Coquitlam Moody Minor Baseball: Coach (2020)
- All Saints Parish: Parish Council/Leadership Committee (2015 – 2019)
- All Saints Parish: Volunteer Teacher, Parish Religious Education Program (2011 – current)

#### **Directorships & Affiliations:**

- Board Chair, Alzheimer Society of B.C.
- Board Member, Alzheimer Society of B.C.
- Board Member, Alzheimer Society of Canada
- Board Member, Alzheimer's Research Foundation of British Columbia
- Founding Member, Association of Corporate Counsel – BC Chapter
- Founding Member, St. Thomas More Catholic Lawyers Guild of British Columbia
- Board Member & Secretary, Red Resort Association
- Past Co-Chair, BC Technology Association Web/IT Services
- CEO-Council Roundtable

#### **Publications:**

- "[Technology Sourcing 2022, Canada Chapter](#)," International Comparative Legal Guides, 2nd Edition (July 2022)
- "[Couldn't Scrape By: BC Court Rejects Certification of Class Action Against Facebook](#)", Internet and E-Commerce Law in Canada, Vol. 23, No. 1 (May 2022)
- "[A primer for integrating automation technology](#)", co-author with Anika Klassen, Manufacturing Automation Magazine, Vol.36, No.6, p.14 (October 2021)

### **Education & Admissions:**

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

**Year:** 2000

---

**Degree:** Called to the England and Wales bar

**Year:** 2004

---

**Degree:** LLM

**University:** Queen Mary, University of London, Center for Commercial Law Studies

**Year:** 2004

---

**Degree:** LLB

**University:** University of Toronto

**Year:** 1999

### **Media Mentions:**

- "[The legal pitfalls for companies using proptech](#)" by Natalka Falcomer, Real Estate Magazine (March 1, 2022)

### **Rankings & Recognition:**

- Global Counsel Awards – General Commercial – top 6 lawyers globally (2017)
- Association of Corporate Counsel "Top 30-Somethings" (2014)
- *Business in Vancouver* "Top Forty Under 40" (2013)

### **Speaking Engagements:**

- IP/Tech 101: Protect, Commercialize, Monetize Vancouver Startup Week 2020
- September 28, 2020

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

### **Representative Matters: Operations:**

- Leading and managing multiple technology outsourcing projects across various industries
- Responsible for managing all legal aspects of \$1B IT services outsourcing project
- Lead negotiator and legal advisor on \$50M global IT services pursuit
- Strategic leadership on all business planning, operations and development activities
- Advise and draft all customer, supplier, commercialization, professional services and leasing agreements and related business communications

### **Licensing and Sponsorship:**

- Responsible for licensing global sports, athletic and leisure brands globally
- Identifying, negotiating with and securing global manufacturers, suppliers and distributors
- Negotiating and closing material sponsorship agreements for major sporting personalities and events globally including the Championships at Wimbledon (tennis), the French Open (tennis), Professional Golfers Association, English Football Association, World Boxing Association, and the English and Wales Cricket Board

### **Compliance:**

- Responsible for company compliance with all legislative changes and requirements
- Implement and lead global protection and commercialization program for IP portfolio
- Privacy Officer ensuring compliance with Privacy and related legislation
- Develop and implement internal compliance training programs around privacy and security risk mitigation strategies, employee tax risk, governance and related company strategic initiatives
- Lead internal insurance compliance strategy

### **Corporate and Commercial:**

- Lead negotiator on multiple technical and complicated transactions with numerous public and private sector entities
- Lead or key advisor on domestic and international M&A



- Canadian legal advisor on acquisition of Sierra Systems by NTT DATA
- Advise on, negotiate and finalize contracts across all aspects of a business including IT outsourcing, M&A, licensing, IP commercialization, strategic partnerships, supply chain, manufacturing, distribution, subcontracting and financings in multiple industries such as IT, retail, natural resources, financial services, insurance and health
- Advise and provide leadership to all company units, including finance, marketing/communications, HR, IT and operations on all relevant matters including enterprise wide initiatives

#### **Retail:**

- Key legal advisor on securing supply for international retail chain
- Coordinating prosecution against individuals and businesses selling counterfeit and grey goods
- Representing retail clients in government investigations including consumer complaints and anti-competitive practices

#### **Dispute Resolution:**

- Lead crisis response and coordinate with affected business units (communications, finance, HR, operations) to develop appropriate and timely strategic responses
- Led winning breach of contract claim for \$7M
- Led successful dispute over the commercialization of technology resulting in \$2M win
- Led negotiations in defense of and settled a US\$13M claim for US\$1.5M
- Settled a dispute with seller in an M&A transaction for CDN\$117K

#### **Teaching Engagements:**

- Speaker: “Legal Issues in Privacy & Cyber Security Compliance and Best Practices” (Late Spring 2020 temporarily postponed due to COVID-19) (Infonex)
  - Panel: Are You Meeting Legal Obligations to Safeguard and Protect Client/Customer Information?
  - Panel: How Will You Be Judged in the Aftermath of an Attack? Best Practices in Responding to Data Breaches.
- Speaker: “The Future of Law Firms”, BC Legal Innovation Forum (2018) (ADB Insights)
- Speaker: “Negotiation Technology Consulting Contracts”, 18th & 20th Annual Negotiating and Drafting Major Business Agreements (2014-2015) (Federated Press)
- Speaker: “Corporate Counsel’s Role in Business Operations, 14th Mini MBA for Lawyers (2014) (Federated Press)

The logo for mcmillan, featuring the word "mcmillan" in a lowercase, sans-serif font. The "m" and "c" are in a dark red color, while the "m", "i", "l", "l", "a", and "n" are in a light blue color. The logo is positioned in the top left corner of a header image that shows a low-angle view of a modern glass skyscraper with a grid pattern of windows, set against a clear sky.

**Industries:** Media, Communications & Entertainment, Startups & Emerging Companies, Technology

**Office:** Vancouver