

YUE FEI



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Yue Fei is a business lawyer, a registered trademark agent and a Certified Information Privacy Professional in Canada (CIPP/c). She has worked with a broad range of clients, including those in the life sciences, technology, food and beverage, fashion, real estate, health care and consumer products sectors in connection with intellectual property, privacy and data protection matters.

Yue's practice focuses on technology, intellectual property, and data-related transactions and counseling including outsourcing and technology services agreements, intellectual property and technology development, transfer and licensing, supply chain agreements, data transfer and licensing arrangements, mergers and acquisitions. Yue is experienced in drafting and negotiating a broad range of intellectual property and technology-related commercial contracts. Yue also leverages her background in pharmaceutical science in connection with representing clients in the life sciences industry.

In addition to her commercial and technology transactional practice, Yue advises clients on privacy and data protection matters, as well as copyright and trademark matters including all aspects of trademark prosecution, protection, and enforcement.

Email: yue.feiyue@mcmillan.ca

Expertise: Business Law, Intellectual Property, Life Sciences, Privacy & Data Protection, Technology

Language Spoken: English, Mandarin

LinkedIn: <https://www.linkedin.com/in/yue-fei-a1745716>

Location: Toronto

Phone: 416.865.7032 / 236.826.3263

Position/Title: Partner, Intellectual Property & Privacy

Directorships & Affiliations:

- Member, Intellectual Property Institute of Canada (IPIC)
- Member, International Association of Privacy Professionals (IAPP)
- Member, Licensing Executive 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)
- ["Technology Sourcing 2022, Canada Chapter,"](#) International Comparative Legal Guides, 2nd Edition (July 2022)
- ["CANADA: Line of Latitude is Geographically Descriptive,"](#) INTA (June 1, 2022)

Education & Admissions:

Degree: Called to the Ontario Bar

Year: 2024

Degree: Called to the British Columbia bar

Year: 2016

Degree: JD

University: University of British Columbia

Year: 2015

Degree: B.Sc. (Hons. with High Distinction)

University: University of Toronto

Year: 2009

Degree: Certified Information Privacy Professional / Canada, International Association of Privacy Professionals

Degree: Registered Canadian Trademark Agent

Rankings & Recognition:

- Recognized by Best Lawyers in Canada (2025) as “One to Watch” in the area of Intellectual Property Law

Speaking Engagements:

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

Representative Matters:

- Advising on and drafting a variety commercial agreements relating IP and technology assets for a major beverage company in North America
- Advising on, drafting and negotiating agreements across multiple aspects of a business including IP licensing and commercialization, supply chain, manufacturing, distribution, subcontracting and M&A in various industries including retail, life sciences, technology, food & beverage and manufacturing
- Acting as the Canadian trademark counsel to a major hotel chain in North America
- Acting as the trademark counsel to businesses in a variety of industries including retail, real estate, fashion, food & beverage, technology and health care
- Advising a major American grocery company with respect to IP issues arising out of its acquisition of a BC-based technology company

- Advising a major beverage company in North America with respect to IP issues arising out of its acquisition of a small batch distiller
- Providing advice on various privacy matters

Industries: Life Sciences, Technology

Practices: Business Law, Intellectual Property, Privacy & Data Protection