# mcmillan

# YUE FEI



# Categories: <u>People</u>, <u>Lawyers</u>

Yue is a member of the firm's Business Law group. Yue is 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 and management, and general commercial matters.

With respect to intellectual property matters, Yue regularly advises both domestic and international clients on contractual considerations associated with the development, commercialization, licensing and transfer of intellectual property and technology assets. As a trademark agent, she advises clients on all aspects of trademark prosecution, protection and enforcement, including assisting clients in securing trademark protection domestically and internationally, advising on exploitation and infringement of trademarks, and collaborating with local counsel in foreign jurisdictions to secure and protect clients' rights abroad.



As a Certified Information Privacy Professional, Yue assists clients with a wide range of privacy and data protection and management matters. This includes drafting privacy policies and procedures; assessing privacy implications of clients' business decisions; drafting and negotiating privacy specific provisions in complex commercial agreements; and advising on information management and governance practices.

With respect to corporate and commercial matters, Yue advises clients on intellectual property, privacy and data protection issues arising out of commercial and M&A transactions, assists with intellectual property clearance and due diligence searches, and advises on, drafts and negotiate a wide range of commercial agreements involving intellectual property and technology assets.

Yue is fluent in written and spoken Mandarin Chinese and has regularly delivered legal services in Chinese.

#### Email: yue.fei@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: Vancouver Phone: 236.826.3263 Position/Title: Partner, Intellectual Property Directorships & Affiliations:

- Law Society of British Columbia, Member
- Canadian Bar Association, Secretary for CBABC IP Section
- Intellectual Property Institute of Canada (IPIC), Member
- International Association of Privacy Professionals (IAPP), Member

#### **Publications:**

- <u>"CANADA: Authorities Seek Views on New Powers for Registrar of Trademarks,"</u> International Trademark Association (February 1, 2023)
- "The Liability for AI in Healthcare," CBA National Magazine (September 2, 2022)



- <u>"Technology Sourcing 2022, Canada Chapter,"</u> International Comparative Legal Guides, 2nd Edition (July 2022)
- <u>"CANADA: Line of Latitude is Geographically Descriptive,"</u> INTA (June 1, 2022)

# **Education & Admissions:**

**Degree:** Called to the British Columbia bar **Year:** 2016

**Degree:** Juris Doctor **University:** University of British Columbia **Year:** 2015

**Degree:** Regulatory Affairs Post-Graduate Certificate **University:** Humber College **Year:** 2010

Degree: Bachelor of Science University: University of Toronto Year: 2009

# 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