



Chris Bennett

Partner

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Chris Bennett is the head of Canada's IT Law Group and Trade-marks Law Group, and a member of the firm's Intellectual Property and Technology, Franchise, Commercial Contracts and Video Games and Interactive Entertainment Law Groups.

Chris primarily advises clients in connection with the following:

- creating, protecting, enforcing and commercializing intellectual property (IP) and technology (IT)
- drafting franchise agreements and franchise disclosure documents, and Canadianizing US and international franchise documents
- developing, distributing, licensing and supporting software, video games and other technology
- negotiating IT outsourcing and services agreements
- negotiating athlete, event and corporate sponsorship agreements
- negotiating gift card agreements and drafting gift card terms
- complying with privacy legislation and drafting privacy consents and privacy policies
- complying with Canada's anti-spam legislation (CASL)
- complying with promotional contest laws and drafting contest rules and waivers
- establishing and protecting internet-based businesses, franchise systems and other distribution systems

Chris is recognized by *Best Lawyers in Canada* as a leading lawyer in Information Technology Law, Intellectual Property Law and Technology Law, by *Canadian Legal Expert Directory* as a Leading Practitioner in Computer and IT Law, Technology Transactions and Intellectual Property, by *Legal 500 Canada* for Intellectual Property, by the *World Trademark Review (WTR1000)* as a Leading Trademark Professional and by *American Lawyer Magazine* and Martindale-Hubbell as a Top Rated Lawyer in Canada. He is also AV® Preeminent Peer Review Rated by Martindale-Hubbell.

- Intellectual Property and Technology
- Media, Sport, Gaming and Entertainment
- Data Protection, Privacy and Security
- Video Games and Interactive Entertainment Law
- Food and Beverage
- Franchise

- Technology
- Media, Sport and Entertainment
- Education
- Health Law
- Life Sciences
- Mining
- Consumer Goods, Food and Retail

English

LANGUAGES SPOKEN

- English

CREDENTIALS

Admissions

- British Columbia, 1999

Recognitions

- AV[®] Preeminent Peer Review Rated by Martindale-Hubbell
- *Best Lawyers in Canada* (Information Technology Law), 2013-2022; (Intellectual Property Law), 2014-2022; (Technology Law), 2017-2022
- *Canadian Legal Lexpert[®] Directory* (Computer and IT Law), 2012-2021; (Intellectual Property), 2016, 2020-2021
- *WTR 1000, World Trademark Review*, Leading Trademark Professional, 2014-2021
- *The Legal 500 Canada* (Intellectual Property), 2022; (Technology), 2022
- 2014 Video Games Lawyer of the Year in Canada, Global Law Experts
- 2013 Top Rated Lawyer in Canada, American Lawyer Magazine and Martindale-Hubbell
- 2009 Business in Vancouver Forty under 40
- 2008 Lexpert[®] Rising Stars: Leading Lawyers Under 40
- Wesbrook Scholar, UBC

Education

- Advanced Trade-mark Practitioner Course, Intellectual Property Institute of Canada, 2002
- Law clerk at the British Columbia Court of Appeal for the Honourable Mr. Justice Goldie and the Honourable Mr. Justice Hollinrake
- LL.B., University of British Columbia, 1998
- B.A., Criminology, Simon Fraser University, 1994

Memberships

- Chair, Licensing Subcommittee, International Trademark Association Building Bridges Committee (2020-2021)
- Chair, International Trademarks Association Pro Bono Committee (2018-2019)
- Vice-Chair, International Trademarks Association Pro Bono Committee (2016-2017)
- Chair, Communications and Public Awareness Sub-Committee, International Trademark Association Pro Bono Committee (2014-2015)
- Member, International Trademark Association Pro Bono Committee (2012-2014)
- Advisory Board Member, International Legal Technology Standards Organization
- Advisory Board Member, 2009 Pacific Legal Technology Conference
- Registered Canadian Trade-mark Agent
- Member, Law Society of British Columbia
- Member, Canadian Bar Association
- Chair, Computer Law Section, Canadian Bar Association (2001-2003)
- Co-instructor, New Media and Law Course, British Columbia Institute of Technology
- Affiliate, Intellectual Property Institute of Canada
- Affiliate Member, Canadian Franchise Association

- Member, International Game Developers Association
- Member, New Media BC
- Overseas Member, The Institute of Trade Mark Attorneys

INSIGHTS

Publications

Non-fungible tokens: Emerging issues in the emerging marketplace

30 March 2021

Any digital asset, or a right in an underlying asset, can be tokenized to make an NFT.

Amendments to Ontario franchise law take effect

17 September 2020

FranCast

These are welcome changes which help align Ontario's legislation with other jurisdictions and with the expectations of franchisors.

Website cookies in Canada: is consent required?

2 APR 2020

Website cookies are small files sent by websites to users' computers, usually without knowledge or specific consent. Cookies can be used to personalize a website, remember users' preferences, and retain products in electronic shopping carts. A bigger concern for regulators is that cookies can also be used to track online behaviour, activities and interests, and can be accessible by third parties.

- Author, "Non-Fungible Tokens: Emerging Issues in the Emerging Marketplace" (May 2021) 26:4 *Cyberspace Lawyer* NL 1.
- Author, "Practical Law Sponsorship Q&A" (Canada Section), *Cross-border Commercial Transactions*, Practical Law, Thomson Reuters, 2017-2018
- Author, "Three Mistakes to Avoid with your Canadian Trademarks," *Law a la Mode*, Issue 24, December 2017
- Contributor, *Advertising & Marketing to Children*, a global report for UNICEF, November 2016
- Author, "Sponsorship: International Overview" (Canada Section), *Sales and Marketing International Transaction Guide*, Practical Law, Thomson Reuters, September 2016
- Author, "Buyer beware when evaluating IT assets," *The Lawyers Weekly*, June 5, 2015.

NEWS

DLA Piper (Canada) LLP obtains another order for transfer of a disputed domain name

30 November 2021

The World Intellectual Property Organization recently ordered that the disputed domain name <gzxypex.com> be transferred from its registrant to Xypex Chemical Corporation.

DLA Piper Canada recommended by *Legal 500 Canada 2022*

12 November 2021

DLA Piper (Canada) LLP and its lawyers have been recommended in the latest edition of the *Legal 500 Canada*.

DLA Piper (Canada) LLP recognized in the 2022 *Best Lawyers in Canada* guide

26 August 2021

DLA Piper (Canada) LLP is thrilled to see 84 of our lawyers across 35 practice areas recognized in the 2022 *Best Lawyers in Canada* guide.

DLA Piper Canada has strong showing in 2021 *Canadian Legal Lexpert Directory*

22 April 2021

DLA Piper (Canada) LLP has increased their rankings in the *Canadian Legal Lexpert Directory* for the third consecutive year.

DLA Piper (Canada) LLP obtains order for transfer of disputed domain name to Xypex

3 March 2021

The World Intellectual Property Organization recently ordered that the disputed domain name <szxypex.com> be transferred from its registrant to Xypex Chemical Corporation.

DLA Piper (Canada) LLP increases rankings in the 2021 edition of *World Trademark Review 1000*

22 February 2021

DLA Piper (Canada) LLP was once more recognized as a leader in Canadian trademarks in the 2021 edition of *World Trademark Review 1000 (WTR 1000)* - The World's Leading Trademark Professionals, achieving a silver ranking for both litigation and prosecution.

DLA Piper Canada increases rankings in 2021 edition of *Best Lawyers in Canada*

28 AUG 2020

DLA Piper (Canada) LLP is pleased to see 79 of our lawyers across 35 practice areas recognized in the 2021 *Best Lawyers in Canada* guide, resulting in our best showing with the guide since its inception.

DLA Piper (Canada) LLP increases rankings in the 2020 *Canadian Legal Lexpert Directory*

24 APR 2020

DLA Piper (Canada) LLP is pleased to announce that we have significantly increased the number of lawyers ranked as leading practitioners in the 2020 edition of the *Canadian Legal Lexpert Directory*.

DLA Piper Canada significantly expands Startups, Emerging Companies and Technology practice

16 MAR 2020

With the addition of six new lawyers to our Vancouver office since the beginning of 2020, DLA Piper Canada has significantly expanded upon its capabilities in the Startups, Emerging Companies and Technology practice.

DLA Piper (Canada) LLP recognized in the 2020 edition of *World Trademark Review 1000*

24 FEB 2020

DLA Piper (Canada) LLP is thrilled to be recognized as a leader in Canadian trademarks in the 2020 edition of *World Trademark Review 1000* - The World's Leading Trademark Professionals.

MEDIA MENTIONS

- Quoted, "Not a spammer? Be ready to prove it," *Business in Vancouver*, September 2016

PRO BONO

Chris Bennett is a member of DLA Piper's North American Pro Bono Committee, the past Chair of the Pro Bono Committee of the International Trademarks Association (INTA), and a recipient of the INTA Pro Bono Service Award. While Chair of the INTA Pro Bono Committee, his committee implemented a pro bono clearinghouse to help connect non-profits needing trade-mark pro bono assistance with lawyers around the world who are willing to provide it.

Chris regularly provides pro bono legal assistance to non-profits, including trade-mark clearance and registration services, including to the following clients:

- A non-profit that uses the game of ice hockey to teach life skills and empower at-risk youth across Canada.
- A non-profit that helps people with disabilities to develop technological solutions to global disability issues.
- A non-profit that provides 24/7 notification of loved ones in the case of a medical emergency, and a special hotline for paramedics, police, and emergency responders to get access to detailed health records.
- A non-profit that promotes strategic cooperation among democracies in the field of international security.
- A non-profit dedicated to saving the world's elephant population.