



Chris Bennett

Associé

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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.

- Propriété Intellectuelle
- Médias, sports, jeux et divertissement
- Protection de la vie privé et accès à l'information
- Jeux vidéo et divertissement interactif
- Industrie alimentaire et boissons
- Franchise

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

English

LANGUES PARLÉES

- English

DIPLÔMES

Admissions au Barreau

- British Columbia, 1999

Reconnaissance

- 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), 2012-2022; (Intellectual Property), 2016, 2020-2022
- *WTR 1000, World Trademark Review*, Leading Trademark Professional, 2014-2022
- *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

Éducation

- 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

Adhésions

- 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

ACTUALITÉS

Publications

- Contributor, "[Trade Marks 2022](#)," *Chambers Global Practice Guides*
- 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.

ACTUALITÉS

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.