



## Alison Hayman

Partner, Intellectual Property

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### Toronto

[\(416\) 862-6849](tel:(416)862-6849)

[ahayman@osler.com](mailto:ahayman@osler.com)

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Bar Admission: Ontario, 2003

### Areas of Expertise

- [Automotive](#)
- [Cannabis](#)
- [Intellectual Property](#)
- [Mergers and Acquisitions](#)
- [Retail and Consumer Products](#)

Alison is a partner in the Intellectual Property Group of our Toronto office. Her practice covers all aspects of Intellectual Property, including protection, enforcement, and licensing, with a focus on trademarks.

Alison has experience managing trademark portfolios for a wide range of businesses including retailers, fashion and home décor as well as automotive manufacturers. She regularly provides opinions on the availability of new trademarks and helps clients register marks in Canada and internationally.

Alison also advises on infringement matters and conducts trademark opposition and cancellation proceedings before the Canadian Intellectual Property Office's Opposition Board. She also assists with the protection of copyright and confidential information and regularly advises on intellectual property aspects of mergers & acquisitions, corporate re-organizations and other corporate and financing transactions.

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### Awards and Recognition

- **WTR 1000:** Recognized in The World's Leading Trademark Professionals in Prosecution, Transactions and Anti-Counterfeiting
  - "Renders a first-class service characterised by dedication and responsiveness."
- **Chambers Canada:** *Canada's Leading Lawyers for Business:* Recognized in Intellectual

## Property

- “She is great at IP prosecution and I trust her judgment on filing, strategy and clearance.”
  - **Managing IP:** Recognized as an IP Star in Trade mark (Canada) and as one of the Top 250 Women in IP
  - **Best Lawyers in Canada:** Recognized in Intellectual Property Law
  - **Who’s Who Legal:** Recognized in Canada – Trademarks, Canada – Intellectual Property
  - **Canadian Legal Lexpert Directory:** Recognized in Intellectual Property
  - **Lexpert Special Edition:** Recognized in Technology and Health Sciences
  - Registered Trademark Agent
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## Credentials

### Education

- London School of Economics, LL.M.
  - University of Victoria, LL.B.
  - Mount Allison University, B.Comm. (Economics)
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### Languages

- English
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### Professional Affiliations

- Canadian Bar Association
- Ontario Bar Association
- Intellectual Property Institute of Canada (IPIC)
- International Trademark Association (INTA), Member, Enforcement Committee; Former Chair, Internet Committee, IANA Transition and Accountability Subcommittee (2016–2017)
- Toronto Intellectual Property Group