



# Shane Hardy

## Chair, Canadian Intellectual Property Practice Group

### Toronto

[shardy@cozen.com](mailto:shardy@cozen.com) | (416) 639-6678

Shane is a strategic business adviser who has assisted in the acquisition, licensing, and marketing of some of the world's most famous trademarks and IP assets. Shane is one of a select few Canadian practitioners recognized for his experience in commercial transactions regarding intellectual property assets and is frequently called upon by brand owners around the world to assist with their international acquisition and licensing plans. Shane has assisted clients with cross-border acquisitions where target entities have an intellectual property focus and is a leader of the firm's luxury law protection team.

As a registered trademark agent, Shane has managed intellectual property portfolios on behalf of some of the world's most successful brands. He acts for clients in trademark oppositions and cancellation proceedings and provides strategic guidance to globally recognized clients on trademark availability, registrability, and online expansion plans. *Chambers Canada* recently recounted one client who noted, "... [Shane] really stands out. He takes the time to understand our business and is more of a business partner to us."

While business-focused solutions are almost always preferred, clients appreciate that litigation can be necessary and, in some cases, even a driving force behind business success. Shane's clients appreciate his courtroom presence and significant experience in dealing with all levels of Canadian courts. Shane's success in representing clients in high-stakes litigation is key to his client's success. Shane's advocacy practice has seen him act on behalf of clients in virtually all sectors of the economy. His in-depth knowledge of the digital economy and intellectual property enforcement strategies is of significant strategic value to clients in the technology, manufacturing, retail, and entertainment industries who look to Shane to assist them in navigating international regulatory regimes.

Intellectual property assets increasingly form the basis of new business creation and expansion within the digital economy. Online marketing and product claims have increasingly drawn the attention of capital market regulators. Shane works hand-in-hand with clients to successfully respond to enforcement actions initiated by global securities regulators and law enforcement.

### Experience

Represented Investindustrial, a private equity firm based in London, in its acquisition of a majority stake in Eatly S.p.A., the global chain of upscale Italian marketplaces. This transaction drew on the experience of the firm's Corporate, Real Estate, Employee Benefits & Executive Compensation, Intellectual Property, and Technology, Privacy, & Data Security attorneys.

### Practice Areas

- Copyright & Content
- Intellectual Property
- Intellectual Property Litigation
- Technology, Privacy & Data Security

### Education

- Dalhousie University, LL.B., 2000

### Bar Admissions

- Ontario

### Affiliations

American Bar Association

Canadian Bar Association

International Trademark Association (INTA)

Intellectual Property Institute of Canada (IPIC)

Ontario Bar Association

Toronto Intellectual Property Group

### Awards & Honors

- *Acritas Star*, Independently Rated Lawyers
- *Best Lawyers in Canada*, Intellectual Property Law
- *Business Today*, Top 10 Canadian Intellectual Property Lawyers Defining 2023 Legal Landscape
- *Canadian Legal Lexpert Directory* (Intellectual Property)
- *Chambers Canada* (Intellectual Property)
- *Chambers Global* (Intellectual Property)
- *Lexpert*, Rising Star Award, Top Canadian Lawyers under 40
- *Managing Intellectual Property*, IP Star
- *Who's Who Legal: IP*
- *Who's Who Legal: Canada* (Trademark)
- *Who's Who Legal: Trademarks*
- *World Intellectual Property Review* (WIPR), Leader
- *WTR1000: The World's Leading Trademark Professionals*
- 

### Shane Hardy

[shardy@cozen.com](mailto:shardy@cozen.com)

P: (416) 639-6678 | F: (416) 361-1405

©2024 Cozen O'Connor. All rights reserved.

