



# Noelle Engle-Hardy

## Member

## Toronto

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Noelle's practice focuses on intellectual property disputes and litigation in a variety of industries including consumer packaged goods, sporting goods, videogames, alcohol, food and beverage products, luxury goods, professional sports, pharmaceuticals, furniture and lighting, clothing and cosmetics, cannabis, casino and real estate development, franchise and fine art. Noelle has experience at all stages of litigation, from obtaining Anton Piller Orders and interlocutory injunctive relief, to successfully arguing multiple appeals before the Federal Court of Appeal.

Noelle is a registered trademark agent. She advises clients, ranging from startups to Fortune 500 companies, on all aspects of trademark clearance, providing nuanced and business-focused risk assessments. Noelle helps her clients secure timely trademark registration in Canada, and routinely drafts evidence to expedite her client's trademark applications and respond to a variety of complex objections. Noelle regularly conducts and defends summary expungement and opposition proceedings before the Trademark Opposition Board.

She counsels clients on the protection and enforcement of confidential information and trade secrets. Noelle negotiates and drafts complex domestic and international commercial agreements, and is a trusted adviser for advertising, marketing, consumer product packaging, and regulatory compliance in Canada, and provides guidance on French language law issues.

Noelle's clients also rely on her guidance in copyright and industrial design matters ranging from registration to enforcement. Noelle has acted as litigation counsel in a variety of proceedings before the federal and provincial courts on behalf of clients in a variety of industries, including a national automotive, hardware, sports, leisure, and housewares retailer; a multinational videogame company; a Canadian manufacturer and designer of doors, locks, and entranceway hardware; and a multinational luxury goods conglomerate. Noelle has also acted as counsel before the Copyright Board of Canada on behalf of collective societies and several of Canada's major record labels. Noelle also provides strategic advice and guidance to clients on a variety of copyright matters related to fashion, the internet, social media, publishing and literature, manufacturing, and software.

Prior to joining the firm, Noelle was a senior associate and highly successful practitioner at a prestigious intellectual property boutique, and a successful associate at a full-service national firm.

Noelle earned her bachelor's degree in biomedical science, with a specialization in microbiology and immunology from McGill University. Noelle graduated, *cum laude*, from DePaul University College of Law where she served on the Jessup International Moot Court team and was editor of the *DePaul Journal of Women, Gender and Law*. She was also a three-time recipient of the Dean's Merit Scholarship. Noelle obtained her LL.M. from the University of Toronto, and was the recipient of a faculty of law fellowship, focusing her thesis on obviousness as a policy lever to govern the scope of gene patents.

## Experience

Represented Reichmann Capital Partners Limited in its acquisition of Athletica Sport Systems Inc., a hockey dasher board system manufacturer. This transaction drew on the experience of the firm's

### Practice Areas

- Trademark & Brand
- Copyright & Content
- Intellectual Property
- Trade Secrets, Restrictive Covenants, and Computer Abuse

### Education

- DePaul University College of Law, J.D., *cum laude*, 2010
- University of Toronto, LL.M., 2011
- McGill University, B.S., 2006

### Bar Admissions

- Ontario
- Illinois

### Court Admissions

- Ontario Superior Court of Justice

### Affiliations

Member, International Trademark Association (INTA), member of the Amicus Committee, 2020-2023

### Awards & Honors

- Best Lawyers in Canada, Intellectual Property Law 2025
- Euromoney LMG, Rising Star in Trademarks, Expert Guides: Rising Stars 2020-2021
- Managing Intellectual Property, IP Star - Rising Star
- World Trademark Review 2024

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corporate, tax, labor and employment, employee benefits and executive compensation, intellectual property, bankruptcy, and real estate attorneys.

Represented Investindustrial, a private equity firm based in London, in its acquisition of a majority stake in Eataly 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.