Blaney McMurtry LLP



Bruno P. Soucy

Partner

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CALLED TO THE BAR OF ONTARIO, 2000

EDUCATION

- LL.L.,University of Ottawa, 1998
- LL.B.,University of Ottawa, 1997
- B.Com.,(Honours) International Management, Human Resources Management,University of Ottawa, 1994
- B.Com.,(Honours) Public Policy and Management, Management Information Systems,University of Ottawa, 1994

PRACTICE AREAS

- Intellectual Property
- Corporate & Commercial
- Information Technology
- Entertainment Law
- Cyber, Information and Privacy Risk
- Privacy

Bruno Soucy has a proven track record of enabling clients to conduct business, secure and monetize intellectual property rights and conclude commercial transactions. He repeatedly receives praise from his clients in regard to his common sense approach to resolving business and legal problems as well as his ability to think outside the box when circumstances so require. His effectiveness is coupled with a professional and constructive approach to negotiation and problem resolution. Clients also appreciate Bruno's ability to service them in both of Canada's official languages, namely French and English.

Bruno has been a passionate learner throughout his life. He pursued and obtained two commerce degrees as well as law degrees in both Common Law and Civil Law, Canada's two legal regimes. He has carried this passion for learning through to his law practice.

After developing his practice in business law - including in the areas of M&A, secured lending, competition, advertising, corporate finance, commercial, corporate, entertainment, intellectual property, technology, e-commerce and privacy - Bruno began to focus on the fields of intellectual property, advertising and technology law. He also developed expertise in various regulated industries, such as

- Regulatory and Compliance

information technology, manufacturing (food and consumer goods), manufacturing (medical devices), consumer retail, financial services, professional services (engineering, accounting and management consulting), telecommunications and life sciences.

Bruno provides counsel to clients with respect to their business operations as well as specific transactions or challenges, and assists in the negotiation, documentation and implementation of various commercial and corporate transactions. Bruno also provides counsel to his clients with respects to disputes involving intellectual property.

Clients in various industries - including life sciences, medical, pharmaceutical, information technology, emerging technologies, entertainment, manufacturing (food and consumer goods), manufacturing (medical devices), consumer retail, and financial services – benefit from Bruno's deep knowledge across many industries.

He also serves clients of varying sizes and having differing governance and management models. In this regard, he is frequently called upon to work with and report to managers, proprietors, in-house counsel and foreign instructing counsel. He has worked on matters where he has been the only lawyer servicing the client, and he has also worked on far-reaching and complex matters as part of an international legal team and, in some instances, as part of a due diligence or risk management team, adjusting his style of tracking and reporting to suit the circumstances.

EXPERIENCE

- Prosecution of trademark and industrial design applications, trademark portfolio management, prosecution of applications to register copyright in works, expungement proceedings under s.45 of the Trade-Marks Act, oppositions of trade-mark applications, trademark and copyright related litigation support, IP due diligence (Copyright, trade-marks, industrial designs & patents), copyright clearance, as well as assignment, licensing and monetization of IP.
- Represented Canadian subsidiary of international insurer in negotiation of an IT infrastructure outsourcing agreement
- Represented Canadian subsidiary of international insurer in negotiation of agreements relating to the licensing of telematics technology and the outsourcing of the operation of its

telematics program

- Represented Canadian subsidiary of international retailer in negotiation of in-store joint marketing and product bundling agreement requiring integration of POS systems and inventory management systems

- Represented Canadian subsidiary of international retailer in negotiation of licensing of transaction and payment processing platform for in-store POS systems
- Represented Canadian insurer in negotiation of an agreement relating to the licensing, customization, integration and implementation of a risk management information system
- Represented amateur sports association in negotiation of joint venture relating to automated event recordal, live streaming and on-demand streaming and licensing of platform and related technology

- Represented association in negotiation of licensing and services agreement with respect to an electronic research ethics review system (clinical trials)
- Represented Canadian subsidiary of international insurance company with respect to licensing and services arrangement relating to telematics for auto insurance
- Represented Canadian affiliate of international club membership organization in negotiation of licenses and related implementation services relating to CRM solution
- Represented international entertainment content retailer in negotiation of a SaaS arrangement for a customer social network feedback platform and client satisfaction survey platform
- Represented packaging and labeling outsourcing services provider with respect to joint venture arrangement involving sharing/integration of certain databases and use of customized CRM platform
- Represented Canadian subsidiary of international insurance company with respect to creation of customized claims management platform as well as deployment of same
- Represented Canadian affiliate of international membership organization with respect to licensing and implementation of transaction processing and business intelligence solution
- Represented international IT consulting firm in terms of contractual negotiations with Canadian University regarding customization, localization and deployment of PeopleSoft application

- Represented Canadian subsidiary of international insurance company with respect to SaaS and outsourcing transaction

relating to claims fraud detection platform (pilot project and implementation of solution)

- Represented Canadian subsidiary of international insurance company with respect to negotiation of licensing and services agreement with IT vendor of quality management solution
- Represented Canadian subsidiary of international insurance company with respect to negotiation of services agreement for salesforce.com SaaS product
- Represented Canadian subsidiary of international insurance company with respect to content license agreement and website development services agreement for niche insurance product
- Represented Financial Software Publisher regarding the negotiation of a license agreement and services agreement (implementation, support and escrow agreement) with financial institution; advised in terms of PCI requirements and other regulatory matters.
- Represented International retailer with respect to the negotiation of a SaaS agreement with respect to enterprise feedback and customer experience management platform
- Represented Canadian subsidiary of international insurance company with respect to preparation of RFP relating to quality management solution
- Represented international retailer in the outsourcing of HR training and development functions, which project included licensing of third party online platform;
- Represented international retailer in the outsourcing of photo development and print production services;
- Represented international retailer in the renegotiation of outsourcing of hosting, operation, support and maintenance of online site providing photo album, photo finishing, print production and customized photo merchandise functionality;
- Represented international financial services platform operator in the outsourcing of software development functions for customer-owned software
- Represented IT outsourcing services provider with respect to the outsourcing of hospital network’s information systems
- Represented international retailer in the outsourcing of flyer and catalogue production, which project included licensing of third party online platform
- Represented insurance company in the licensing of fixed asset accounting and asset tracking software and ancillary services;
- Represented insurance company in the licensing of a claims management and reporting software;
- Represented insurance company in the licensing of web-based turnkey relationship case, data and performance management software application;
- Represented international retailer in the outsourcing of gift card processing and management services, which project included licensing of gift card management web platform;
- Represented international retailer in the licensing of online catalogue publishing and access and usage tracking platform;

- Represented insurance company in the licensing of business intelligence software suite and related hardware;
- Represented financial software publisher in the licensing of debit card transaction processing software to financial institution;
- Represented international retailer in the licensing of an employee training and certification monitoring and tracking application;
- Represented international retailer in the licensing of an employee benefits administration portal;
- Represented IT outsourcing services provider with respect to participation in RFP process and negotiation of contract regarding delivery of turnkey services and supply re replacement of IT systems of a Canadian university
- Represented international retailer in the licensing of a marketing intelligence platform;
- Represented international retailer in the licensing of a financial regulatory compliance application (Banking sector);
- Represented financial software publisher in licensing of debit card transaction processing software to Value Added Reseller;
- Represented political party in the licensing of a donor management database software;
- Represented international retailer in the development of its e-commerce site and payment processing systems, as well as drafting of terms and conditions of use, transaction specific terms and conditions and online privacy policy
- Represented multinational home improvement retailer in terms of the launch of its Canadian e-commerce website;
- Represented medical device manufacturer in the development of its e-commerce website (distributors), as well as drafting of terms and conditions of use, transaction specific terms and conditions and online privacy policy
- Represented provincial sports association in the development of its e-commerce site, as well as drafting of terms and conditions of use, transaction specific terms and conditions (event streaming), and online privacy policy
- Represented major shopping centre in the development of its e-commerce site, as well as drafting of terms and conditions of use, transaction specific terms and conditions (VIP memberships), and online privacy policy
- Represented upscale clothing retailer in the development of its e-commerce site, as well as drafting of terms and conditions of use, transaction specific terms and conditions, and online privacy policy
- Represented international electronics and home entertainment retailer in the development of its Canadian e-commerce site, as well as drafting of terms and conditions of use, transaction specific terms and conditions and online privacy policy
- Represented travel agency in the development of its e-commerce site, as well as drafting of terms and conditions of use, transaction specific terms and conditions and online privacy policy

- Represented operator of urban planning and development information sourcing and brokerage platform in the development of its e-commerce site, as well as drafting of terms and conditions of use, transaction specific terms and conditions and online privacy policy
- Represented independent music label in the development of its e-commerce site, as well as drafting of terms and conditions of use, transaction specific terms and conditions and online privacy policy
- Represented clinical trial outsourcing service provider in the development of its e-commerce site, as well as drafting of terms and conditions of use, transaction specific terms and conditions (ad hoc medical and laboratory services) and online privacy policy
- Represented international video game retailer in the development of contest specific websites for various online contests, as well as drafting of terms and conditions of use, transaction specific terms and conditions (contest participation) and contest privacy policy
- Represented international asset management company in the development of contest specific websites for various promotional campaigns, as well as drafting of terms and condition of use, as well as drafting of terms and conditions of use, transaction specific terms and conditions (contest participation) and contest privacy policy
- Represented international clothing retailer in the development of contest specific websites for various promotional campaigns, as well as drafting of terms and condition of use, as well as drafting of terms and conditions of use, transaction specific terms and conditions (contest participation) and contest privacy policy
- Represented national fitness and training company in the development of its e-commerce website, as well as drafting of terms and condition of use, as well as drafting of terms and conditions of use, transaction specific terms and conditions and online privacy policy.
- Represented insurance broker in the development of its e-commerce website, as well as drafting of terms and condition of use, as well as drafting of terms and conditions of use, transaction specific terms and conditions (policy renewal and premium payment gateway) and online privacy policy

RECOGNITION

- Recognized by *Best Lawyers® in Canada* 2026 in the area of FinTech Practice and Information Technology Law
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MEMBERSHIPS

- Law Society of Ontario

- Association des juristes d'expression française de l'Ontario
- Ontario Bar Association - Intellectual Property, Information Technology, Electronic Commerce and Business Law sections
- Canadian IT Law Association
- Toronto Computer Lawyers' Group
- Associate, Intellectual Property Institute of Canada
- Editorial Board, E-Commerce Canada

RELATED PUBLICATIONS

- March 07, 2024
  Author, Complying with Canada's New Forced Labour and Child Labour Reporting Law

DESIGNATIONS

- Registered Trademark Agent (Canada), 2002
- Notary Public, 2000