



Bennett Jones

## Retail, Consumer & Luxury Law

Brands have never been more valuable, or more vulnerable. Global trade in a digital economy gives brands an unprecedented reach into virtually every market in the world. It also creates risks to brand protection at a pace of change that has never existed before.

Bennett Jones provides clients in the retail, consumer products and luxury brands space with an unrivaled combination of customs law, intellectual property and tax expertise. We help businesses access the Canadian market and build and protect their value and brand reputation in Canada and around the world.

We represent clients who own major luxury and mass market brands and who produce a wide range of goods including fashion, accessories, automobiles, aircraft, and food and beverages. We serve businesses in Canada and around the world at all stages in the global and domestic supply chain, from the design and development of brands to their trade and sale.

### What Bennett Jones Can Do for Your Brand



**IP Protection  
& Reputation  
Management**



**Advertising  
& Marketing**



**Labeling,  
Liability & Safety**



**Consumer  
Rights**



**International Trade,  
Commerce &  
Taxation**



**People &  
Property**

### Select Experience

- **SENSO Lighting Inc.**, in the sale of 100% of its outstanding equity securities to Luminii, LLC, a portfolio company of The Riverside Company.
- **Expedia, Inc.** in a national class action for breach of contract, including a successful post-certification motion for summary judgment. *Magill v. Expedia, Inc.*, 2014 ONSC 1634.
- **OBS Group Holdings**, on the restructuring of its Skycourts Assets and related Sharia'a financing.
- **Safeway Inc.**, as competition counsel, with the \$5.8-billion sale of substantially all of its Canadian assets to Sobeys Inc.
- Various **franchisees**, in the successful enforcement of statutory disclosure obligations and rights of rescission under the Alberta *Franchises Act* and *Regulation*. 2011 ABQB 594, 2008 ABCA 276, affirming 2007 ABQB 686

### Key Contacts

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