



## About Us

*Devry Smith Frank LLP has advised and advocated for corporations, individuals and small businesses since 1964. We are a mid-market alternative with a reputation for being approachable, professional and practical. Our rapid growth reflects client confidence — confidence we have built one client at a time.*

*We advise publicly traded financial institutions, emerging private companies, and the nimblest of start-ups. We act as personal counsel to individuals and families on a wide variety of legal needs. Our expertise spans industries as diverse as financial services, insurance, real estate and land development, service companies, professional services, technology, mining, and not for profits.*

Devry Smith Frank LLP is honoured to be recognized by the *Globe and Mail* as a leading law firm to the mid-market and entrepreneurial sector.



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# INTELLECTUAL PROPERTY

## WHAT WE DO

- Trademark registration in Canada, the US, and around the world
- Trademark and copyright enforcement
- Trademark opposition proceedings
- Licensing and distribution agreements
- Terms of service and privacy policies
- Help developing branding strategies

## WHY DEVRY SMITH FRANK LLP?

### We understand business

At Devry Smith Frank LLP (DSF) we work hand-in-hand with our clients to provide the most cost-effective pricing option. Whether it is a flat fee, hourly rate, or value-based, our goal is to provide our clients with services that are both flexible and customized to their specific needs. As a result, our advice is driven by business goals rather than by blind devotion to legal processes. We are as devoted to business outcomes as our clients are.

### We focus on your brand

It is more important today than ever before to communicate a consistent brand experience. Registering your business or corporate name is only the first step in developing a branding strategy. Trademark registration, protection, and enforcement, coupled with strong licensing and distribution agreements, will help you maintain and build the value of your intellectual property.

### We understand value

We have particular expertise and experience in representing high-growth entrepreneurs and mid-market businesses. As a mid-sized law firm, DSF balances professional, knowledgeable, and customized legal solutions with a focus on helping our clients grow their business. We are driven by delivering value to our clients in all that we do.

To learn more about our Intellectual Property Group, please visit [www.devrylaw.ca/intellectual-property-lawyers](http://www.devrylaw.ca/intellectual-property-lawyers)

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