



## REED W. TAUBNER

Partner

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Speaks: English

Year of Call: 2010 - Ontario

 +1 416-369-7224

 +1 416-862-7661

 [reed.taubner@gowlingwlg.com](mailto:reed.taubner@gowlingwlg.com)

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Primary office: Toronto

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### Reed W. Taubner

Reed Taubner is a partner and trademark agent in Gowling WLG's Toronto office and a member of the firm's Intellectual Property Group.

His practice is centred on helping clients secure, enforce and commercialize their trademarks. Reed has acted on behalf of many leading brand owners and has extensive

experience helping clients manage global trademark and domain name portfolios. He has represented clients operating in a variety of fields, including entertainment, technology and software, natural resources, and packaged consumer products.

Reed guides clients through each distinct stage of a trademark's lifecycle. This includes conducting searches to clear new marks, filing trademark applications and guiding them past objections and challenges, through to maintaining and managing established portfolios.

Following registration, Reed helps clients defend and enforce their marks. He represents clients before the Trademark Opposition Board (to oppose third party applications of concern and defend client marks against attack) and helps clients pursue infringements (issuing cease and desist letters, conducting settlement negotiations, etc.).

Reed also helps clients use and commercialize their marks. He conducts label reviews, provides clients with use guides, and helps clients audit their portfolios to ensure adequate coverage. He also prepares trademark licenses and assignments, cooperative advertising agreements, and promotional contest terms and conditions.

Prior to joining Gowling WLG, Reed practiced at a major Canadian law firm, as well as in-house with a leading brand owner. Reed also taught at the University of Ottawa, Faculty of Law, as a part-time professor.

## Expertise

Intellectual Property

Trademarks, Brands & Designs

IP Litigation & Strategy

## Career & Recognition

**2010**

Year of Call, Ontario

**2009**

Queen's University, JD

**2006**

University of Alberta, B.Com. (Business economics and law)

## **Memberships**

- Ontario Bar Association