



## Shelby Morrison

Associate

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Toronto

### EDUCATION

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University of Guelph, BA (Hons), 2012

University of Windsor, JD, 2017

### BAR ADMISSIONS

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Ontario, 2018

Shelby Morrison has an intellectual property practice, with an emphasis on copyright and trademark litigation and trademark prosecution. She advises clients on strategy, and protecting, enforcing, and litigating intellectual property rights. Shelby advises clients in various industries, including food and beverage, pharmaceutical, biotechnology, agriculture, retail, and luxury goods.

Shelby assists clients in all matters relating to commercialization of intellectual property. She regularly (i) consults on transactions involving IP and regulated industries; (ii) assists clients with licensing of intellectual property; and (iii) advises on the IP and regulatory aspects of corporate acquisition, re-organization and joint ventures.

In addition to advising clients on a range of intellectual property matters, she also advises clients on regulatory, product regulation, promotion, packaging and labelling and compliance matters in relation to legal cannabis, food, medical device, natural health and drug products.

Shelby is a member of the Advocates' Society, the Intellectual Property Institute of Canada, and the Canadian Bar Association.