

Kelly Moffatt

Partner, Commercial

.....
Toronto

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Bar Admission: Ontario, 1992

Areas of Expertise

- [Advertising and Marketing](#)
- [Agribusiness](#)
- [Automotive](#)
- [Distribution and Supply Chain Services](#)
- [Emerging and High Growth Companies](#)
- [Financial Services Regulatory](#)
- [Fintech](#)
- [Food and Beverage](#)
- [Gaming](#)
- [Intellectual Property](#)
- [Manufacturing](#)
- [Media and Entertainment](#)
- [Mergers and Acquisitions](#)
- [Professional Services](#)
- [Retail and Consumer Products](#)

Kelly is the head of the firm's Marketing & Distribution Practice Group. Her commercial practice has an emphasis on consumer protection, marketing, distribution and intellectual property matters. Widely recognized for her business practical approach, she works extensively with retailers, manufacturers, distributors and marketers of a broad range of products and services, as well as with advertising and promotional agencies. Kelly advises Canadian and foreign based clients in connection with various aspects of doing business in Canada including consumer protection legislation, advertising and promotions, coupons, packaging and labelling, e-commerce and distribution and pricing matters. In addition, Kelly's practice extends to various aspects of intellectual property law, including the protection, registration and licensing of intellectual property rights and the protection of confidential information. She also regularly provides transaction and litigation support in marketing, trade practice, distribution and intellectual property matters.

Awards and Recognition

- **Chambers Canada: Canada's Leading Lawyers for Business:** Recognized in Advertising & Marketing: (Nationwide) (Band 1); Retail (Nationwide)
 - "I really trust her judgement, business acumen and expertise."
 - "...a terrific advertising lawyer."
- **The Canadian Legal Lexpert Directory:** Recognized in Advertising & Marketing Law; [Toronto's leading advertising and marketing lawyers in 2021](#)
- **Best Lawyers in Canada:** Recognized in Intellectual Property Law, Advertising and Marketing Law
- **World Trademark Review 1000:** *The World's Leading Trademark Professionals:* Recognized

- Technology
- Travel and Leisure

- in Prosecution and Strategy (Gold band); Recognized in Transactions
 - “practical and proactive partner, great at cutting to the chase and ensuring that matters such as registry disputes don’t get snagged up.”
 - “Kelly is fantastic. She always gives practical and proactive advice. Where she stands out is that she cuts to the important bits and avoids getting tangled up in non-substantive issues.”
 - “She gets things completed quickly with no unforeseen complications or costs.”
 - **WTR Global Leaders:** Recognized as a Global Leader
 - **Who’s Who Legal:** Recognized in IP – Trademarks; Canada – Trademarks
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Credentials

Education

- University of Western Ontario, LL.B.
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Languages

- English
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Professional Affiliations

- Promotion and Marketing Association
- Canadian Bar Association, National Intellectual Property Law and Competition Sections
- American Bar Association, Intellectual Property Section
- International Trademark Association
- Toronto Computer Lawyers Association