



Marissa Caldwell

Associate

Toronto

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Bar Admission

Ontario 2017

Law School

University of Western Ontario

Practices

Intellectual Property
Cyber/Data
Commercial & Regulatory

Industries

Technology
Consumer Products
Retail & Consumer Markets (RCM)
Automotive
Gaming and Licensing
Food, Beverage & Agribusiness

Marissa Caldwell is an associate in our Business Law Group in Toronto. Marissa advises clients in a broad range of sectors on strategies and issues relating to technology commercialization, intellectual property, consumer products, consumer protection, e-commerce, privacy, anti-spam, broadcasting and telecommunications, and marketing and advertising.

As a trademark agent licensed by Canada's *College of Patent Agents and Trademark Agents*, Marissa has helped to obtain trademark protection for clients in a wide range of industries. Marissa also advises clients on the protection and enforcement of their trademark rights, and has represented numerous clients before the Trademarks Opposition Board. Marissa also brings her trademark knowledge to her marketing and advertising practice, where she advises clients with respect to false and misleading advertising, influencer marketing, contests and sweepstakes, and responding to regulatory complaints, including those from Health Canada, the Competition Bureau, and Ad Standards.

Marissa has extensive experience advising clients on privacy compliance, including developing internal privacy compliance programs, and responding to inquiries from, and investigations conducted by, provincial and federal privacy commissioners. She also has experience advising clients with respect to requests made under federal and provincial freedom of information laws, and appealing decisions related thereto. Marissa is a Certified Information Privacy Professional (Canada) (CIPP/C) and a Certified Information Privacy Professional (US) (CIPP/US).

While in law school, Marissa was a program manager at Sport Solution, a legal clinic that assists Canada's Olympic and National Team athletes navigate legal issues such as team selection, funding, doping, and athlete-National Sport Organization (NSO) contract disputes. Building on this work, Marissa was appointed by the Canadian Olympic Committee to be Team Canada's Ombudsperson at the Beijing 2022 Winter Olympics.

Prior to law school, Marissa worked in documentary film production, television production, and founded a production company specializing in web-based video. Marissa continues to work in this space as a member of the firms' communications group, focusing on broadcasting regulation.

Marissa obtained her BA (with Honours) in Radio and Television Arts, with a minor concentration in English from Toronto Metropolitan University in 2009. She received her JD from Western Law in 2016. Marissa was called to the Ontario Bar in 2017.

COMMUNITY & PROFESSIONAL LEADERSHIP

- Ryerson Radio Inc. (operator of Toronto Metropolitan University's campus and community radio station, CJRU 1280 AM) – Board of Directors

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- International Association of Privacy Professionals - Member
- Intellectual Property Institute of Canada (IPIC) - Associate Member

PUBLICATIONS

- [Chambers Gaming Law Practice Guide: Trends and Developments](#) (October 2022)

Awards & Rankings

Best Lawyers in Canada

Ones to Watch: Privacy and Data Security Law; Technology Law

Recent Experience

- **Brown & Brown acquires Highcourt Breckles Group**
April 1, 2023
- **Noventa Energy Partners Inc. is acquired by Ancala Partners**
March 30, 2023
- **L'Oreal Canada subsidiary SalonCentric Canada acquires all assets of Alternative Beauty Services LTD in Canada**
January 10, 2023
- **Jewelry Television completes successful bid to enter Canada**
June 21, 2021

Recent Insights

- **Lexology's Getting the Deal Through: Luxury & Fashion 2023 Guide - Canada**
May 10, 2023
- **Health Canada Issues Long-Awaited Regulations for Front-of-Package Nutrition Labelling**
October 26, 2022
- **An Evolving Digital Privacy Landscape—Comparing the Federal Bill C-27's CPPA to Quebec's Bill 64**
October 3, 2022
- **Canada outlines ban on six categories of single-use plastics**
August 3, 2022