



JEFF TRACEY

BASc (Electrical Eng.), J.D.

Founding Partner

Lawyer, Patent Agent and Trademark Agent

jtracey@rowandlaw.com

416 479 8664

Jeff regularly assists clients in developing and managing intellectual property portfolios. As a registered patent agent with a degree in Electrical Engineering, Jeff has assisted clients with patent preparation and prosecution, with an emphasis on electrical, mechanical, and computer related technology. Jeff has extensive experience dealing with both foreign and domestic patent offices and regularly helps Canadian clients to obtain patents both in Canada and abroad. Jeff has taken specialized training regarding United States and European intellectual property protection to better assist Canadian clients to obtain foreign intellectual property rights.

Some of the fields and technologies that Jeff has worked with include gaming systems, fintech including mobile wallet applications and electronic trading systems, mobile devices, camera systems, cable television systems, wireless communication infrastructure, bandwidth management systems, and cannabis products.

Jeff has extensive experience protecting blockchain innovations and is familiar with popular cryptocurrencies including Bitcoin and Ethereum.

As a registered trade-mark agent, Jeff regularly assists clients to protect their brands. In this capacity, Jeff has assisted with trademark filings, opposition proceedings, cancellation proceedings, and trademark searches.

Prior to commencing a legal career, Jeff worked in electrical and computer engineering for various businesses, including a large semiconductor developer and an automotive manufacturer.

Jeff is recognized by the Law Society of Ontario as a Certified Specialist in Intellectual Property Law (Patents).

QUALIFICATIONS

Barrister and Solicitor, Law Society of Ontario, 2007

Registered Canadian Patent Agent, 2008

Registered Canadian Trademark Agent, 2008
Registered United States Patent Agent, 2009
Certified Specialist in Intellectual Property Law (Patents), Law Society of Ontario
IAM 1000 Recommended, 2017

EDUCATION

J.D., University of Toronto, 2006
BASc (Electrical Engineering), University of Windsor, 2002

MEMBERSHIPS

Intellectual Property Institute of Canada (IPIC)
Toronto Intellectual Property Group (TIPG)
IPO, Software Committee