



## Mat Brechtel

Partner, Intellectual Property

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**Vancouver**

(236) 466-2816

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Bar Admission: British Columbia, 2011 | Ontario, 2011 | Canada (Trademarks), 2014

### Areas of Expertise

Technology

Energy

Agribusiness

Pharmaceuticals and Life Sciences

Retail and Consumer Products

Disputes

Artificial Intelligence

Advertising and Marketing

Intellectual Property

Intellectual Property Disputes

As a trusted advisor, Mat is an experienced intellectual property lawyer whose practice is focused on intellectual property disputes and multi-jurisdictional litigation. He has represented well-known international brands, leading technology companies, and major public institutions.

Mat builds and defends intellectual property rights in trademarks, copyrights, software, patents and designs. He also advises businesses regarding the use of IP assets online, navigating unique challenges with novel use, software and app copyright matters, streaming, and other emerging platform issues.

On behalf of his clients, Mat obtains and enforces pre-judgment remedies, including injunctive relief, asset freezing orders, civil search warrants, and discovery and disclosure orders.

Mat has particular expertise in multi-jurisdictional litigation and has acted on behalf of clients obtaining evidence in Canada for use in legal proceedings around the world, and clients concurrently enforcing their intellectual property rights in multiple jurisdictions.

In contentious proceedings, Mat acts across a variety of forums, including the Federal Courts, the British Columbia, Alberta, and Ontario Courts, arbitrations, and before the Trademarks Opposition Board. Prior to practicing, Mat clerked for the Supreme Court of Canada with Justice Rothstein and for the B.C. Court of Appeal with Justices Newbury and Mackenzie

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## Awards and Recognition

- **Benchmark Litigation Canada:** Litigation Future Start 2024, 2025
- **Canadian Legal Lexpert Directory,** 2020-2025
- **Lexpert Special Edition:** Technology & Health Science – 2024-2025; Litigation – 2025
- **Chambers Canada:** Intellectual Property: Litigation, 2025
- **Chambers Global:** Intellectual Property Litigation – 2025
- **Managing IP:** IP Stars (Trademarks), 2023-2025
- **Best Lawyers in Canada:** Intellectual Property Law, Technology Law, 2021-2025,
- **World Intellectual Property Review (WIPR) Leaders,** 2022-2024
- **World Trademark Review (WTR) 1000:** 2023-2025
- **Lexology Index:** IP Trademark and Copyright – 2025

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## Community Involvement

- Committee member, Committee Vice Chair and Committee Chair of various committees of the International Trademark Association (INTA)
- Executive (currently Vice-Chair) of the Canadian Bar Associations’ IP section
- Prior Executive of the BC IP section of Canadian Bar Associations
- Previously committee member of the Intellectual Property Institute of Canada (IPIC)

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## Credentials

### Education

- Dalhousie University, LL.B.
- University of Alberta B.Sc.

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### Languages

- English
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## Professional Affiliations

- Canadian Bar Association
- Intellectual Property Institute of Canada
- International Trademark Association