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Micheline Dessureault

lawyer and trademark agent
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Professional background

Micheline Dessureault earned her law degree from Université Laval in 1985 and was admitted to the Barreau du Québec in 1986. Upon completion of her studies, she joined our Quebec City office and became a partner in 2000.

Profile

Her practice focuses on international business law and intellectual property law. Ms. Dessureault is also a trademark agent and acts as the Director of the firm's Intellectual Property Law service and International Business Law service.

Given her solid expertise in international strategic counselling developed for more than 30 years, she represents Canadian companies and organizations looking to expand outside Canada as well as foreign businesses that want to establish operations in Canada.

Below are a few areas in which she applies her expertise:

- Strategy and set-up of the international legal structure
- Counselling and negotiation of partnerships, strategic alliances, distribution and representation agreements as well as technology transfers and licences
- Problems linked to manager and specialized workforce mobility
- Advice and management of Canadian and foreign intellectual property portfolios, including trademarks

Her clients consist primarily of businesses providing both products and services, but also institutions and corporations in the area of valorization and transfers.

Community and other involvement

Ms. Dessureault is regularly a guest speaker for various government and private organizations and is the private advisor for the Réseau conseil en technologie et innovation (RCTi), a technology and innovation council network. Her work is often featured in specialized international trade and intellectual property magazines and newsletters.

Ms. Dessureault exercises diplomatic functions as the Honorary Vice-Consul for Mexico in Quebec City.

She has sat on many boards of directors, such as Vice-Chair of the Board of Directors of the Centre québécois de valorisation des biotechnologies (CQVB).

She is also a member of various professional associations, including the International Trademark Association (INTA) and the Licensing Executives Society International.

Publications

Ms. Dessureault has also collaborated on the book *Marketing International*, 4th edition, on the chapter about judicial aspects, written by Antoine Panet-Raymond, Denis Robichaud, William Menvielle and Zandra Balbinot. Ms. Dessureault had previously collaborated on the 3rd edition of this book in 2013, with former Quebec Premier and teacher at UQAM Bernard Landry and and Elaine Lamontagne of HEC Montreal, titled *Le commerce international: une approche nord-américaine*.