



**Lonnie
Brodtkin Schneider**

Special legal advisor to Gardiner
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Expertise

Business & Corporate Commercial
Intellectual Property
Regulatory – French Language Law
and Privacy

Education

- Bachelor of Arts (BA), McGill University 1977
- Master of Library Science (MLS), Indiana University 1979
- Bachelor of Civil Law (BCL), McGill University 1988
- LLB, McGill University 1988

Bar Admission

- Quebec, 1988

Executive Summary

Advising U.S. companies on expansion into Canada and Canadian companies on expansion into Quebec. Advising new and established U.S. and Canadian businesses on practical solutions and laws for the formation of corporations and business structures, structuring commercial transactions, acquisitions, contracts, distribution and licensing agreements, branding and trade-mark protection and strategy, French language law compliance, privacy law, promotional contests, packaging and labelling laws, food and drug and alcoholic beverage regulation.

Articles and Presentations

- Commercial Times by Lexis Nexis "*Bill 96: An Act respecting French, the Official and Common Language of Québec*", August 2021.

Professional Involvement

- INTA Bill 96 Coalition
- Canadian Bar Association
- American Bar Association
- International Trademark Association
- Intellectual Property Institute of Canada

Community Involvement

- Segal Centre for Performing Arts