

# Mimi R. Palmer

Partner

**Toronto**

Tel: 416.947.5047

Mobile: 416.423.2022

Email: [mpalmer@weirfoulds.com](mailto:mpalmer@weirfoulds.com)



**Practice Areas**

Blockchain and Digital Assets

Technology & Intellectual  
Property

Privacy & Access to  
Information

Corporate & Commercial

Mimi Palmer is a Partner in the Technology & Intellectual Property Practice Group and Privacy & Access to Information Practice Group at WeirFoulds LLP.

Mimi is a commercial lawyer with a practice that focuses on intellectual property and information technology law matters. She has significant experience in matters pertaining to marketing and advertising, trademarks and copyright, data and brand protection, licensing, privacy compliance and anti-spam laws. She is recognized as a Registered Trademark Agent through the College of Patent Agents and Trademark Agents.

Before joining WeirFoulds, Mimi served as the Associate Vice President, Legal of a Toronto-based organization that provides loyalty marketing services. In this role, she was responsible for advising the company on commercial strategy, IP ownership and licensing, IT vendor and data governance, legal risk, corporate compliance, and more. Additionally, she successfully drafted and re-negotiated the flagship reward program's critical sponsors' commercial contracts and partnership frameworks, and implemented a brand-focused and cost-effective intellectual property strategy that brought the majority of trademark prosecution work in-house.

Prior to this, Mimi was the Senior Legal Counsel for a Canadian luxury department store chain, where she provided legal advice, strategic counsel, and risk management solutions to the executive leadership and business teams on a wide range of complex matters relating to advertising and disclosure laws, influencer marketing, competition law compliance, consumer protection legislation, ecommerce, trademarks, copyright, IP and data protection, privacy and anti-spam laws. She was responsible for drafting and negotiating a broad range of commercial agreements, managing the company's global trademark portfolio, advising on enforcement, infringement, and cease and desist matters, conducting clearance searches, and resolving social media disputes, amongst other responsibilities.

Outside her work, Mimi is a dedicated mentor to young professionals and a strong advocate for advancing women in law.

**WeirFoulds LLP**

4100 – 66 Wellington St. West  
PO Box 35, TD Bank Tower  
Toronto, ON M5K 1B7

[www.weirfoulds.com](http://www.weirfoulds.com)

Called to the Bar	Education	Affiliations
<ul style="list-style-type: none"><li>• Ontario (2011)</li></ul>	<ul style="list-style-type: none"><li>• University of Ottawa, LL.B (2010)</li><li>• McGill University, Bachelor of Arts (2006)</li></ul>	<ul style="list-style-type: none"><li>• Law Society of Ontario</li></ul>

## Professional Activities

- Member of the Retail Council of Canada's General Counsel Committee (January 2020 – 2023)
- Member of the Retail Council of Canada's Privacy Committee (August 2019 – 2023)

## Community Involvement

- Senior mentor providing bi-monthly and monthly coaching and mentoring sessions to mentees, AIR MILES Women's Leadership Initiative (2023 – Present)

## Speaking Engagements

- Moderator, "Doing Things Differently: Women in Groundbreaking Roles", CAN-TECH 2024 Fall Conference, Toronto, ON, October 7, 2024
- Panelist, "Charting Our Path: Women Lawyers on Navigating Unique Careers", WeirFoulds Women Event, October 2023
- Panelist, "Key Intellectual Property Issues and Trends for In-house Counsel Continuing Legal Education Program", Ontario Bar Association and Canadian Corporate Counsel Association, November 2020
- Panelist, "Fashion Law Panelist Event", Windsor Fashion Law Society and Detroit Mercy Law, January 2018
- Presenter, "Entertainment, Media and Communications Law Annual Mentoring Event", Ontario Bar Association, October 2016