WeirFoulds

Mimi R. Palmer

Partner

Toronto

Tel: 416.947.5047 Mobile: 416.423.2022

Email: mpalmer@weirfoulds.com



Practice Areas

Blockchain and Digital Assets
Technology & Intellectual
Property
Privacy & Access to
Information
Corporate

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 antispam 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

Called to the Bar	Education	Affiliations
• Ontario (2011)	• University of Ottawa, LL.B	• Law Society of Ontario
	(2010)	
	• McGill University, Bachelor of	
	Arts (2006)	

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)
- Co-Chair of Women in Technology Committee, Canadian Technology Law Association

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

- Speaker, "Beyond Inspiration: When AI in design becomes a legal issue", RGD, Online, October 30, 2025
- 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