

# Alissa Ricioppo

## Associate

Calgary

**OFFICE**

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## Industries & Expertise

**INDUSTRIES**

Intellectual Property | Entertainment and Media  
| Technology

**EXPERTISE**

Marketing, Advertising & Product Compliance |  
Technology, IP and Privacy | Privacy and  
Cybersecurity | Trademarks | Intellectual  
Property

## Biography

**BAR ADMISSION**

Alberta, 2021

Ontario, 2023

**EDUCATION**

- Registered Trademark Agent, 2023
- Certificate in Entertainment Law, Osgoode Hall Law School, 2022
- Juris Doctor with Distinction, University of Alberta, 2020
- Bachelor of Arts (Criminology) with Distinction, University of Alberta, 2017

Alissa Ricioppo is an intellectual property lawyer who works with clients spanning a variety of industries, including entertainment and media, marketing and advertising, and emerging technologies. Alissa is passionate about working with artists, start-ups, and other entrepreneurs to protect, commercialize, and manage their intellectual property assets. She assists clients with obtaining trademark and copyright protections, managing intellectual property disputes, transactional work involving intellectual property due diligence and contractual matters such as licensing.

In the entertainment and media sector, Alissa works with musical artists, content creators and film and television productions in matters specific to their industry, such as record deals, endorsements, rights acquisitions, chain of title clearance, licensing and distribution.

In the marketing and advertising and product regulatory space, Alissa supports clients with matters related to consumer protection, Canada's anti-spam law (CASL), privacy, product classification and compliance, and e-commerce sales. She regularly reviews product labels and advertising campaigns, contests, and promotions, and negotiates related contracts on behalf of clients.

Alissa also works on matters related to technology, including issues related to artificial intelligence, data protection, and software development and licensing agreements. She has experience dealing with cryptocurrency and blockchain related matters, such as tokenized business models, the creation and sale of NFTs, deployment of blockchain technology, and the regulation of crypto asset trading platforms.

## Industry involvement

### Recognition

- Registered Trademark Agent, 2023
- 1st Place Prize, Morrow Essay Contest, Alberta Law Review, 2020
- Tore Martin Purdy Memorial Prize in Legal Research and Writing, 2018

### Thought leadership

- Co-Author, "Significant changes to Canadian trademark proceedings and official marks coming soon," September 19, 2024
- Co-Author, "*Telugu Association of North America: A case of infringement in the non-profit world*," June 20, 2024
- Co-Author, "AI in music: The Drake/Tupac case and beyond," May 7, 2024
- Author, "Influencer marketing: How to keep your practices compliant," February 7, 2024
- Co-author, "Practical steps to help your business prepare for Canada's new privacy legislation: Quebec's law 25 and proposed federal Bill C-27", January 16, 2024
- Co-author, "Recent consultation on potential amendments to the cannabis regulation", June 9, 2023

- Co-author, “Tackling privacy and cybersecurity challenges as critical parts of ESG success”, April 11, 2023
- Co-author, “The future of generative AI in the entertainment industry: Legal considerations and new opportunities”, March 29, 2023
- Co-author, “CSA enhances regulation of unregistered crypto asset trading platforms”, February 22, 2023
- Co-author, “2022 Year in Review – legal updates in Canadian marketing, advertising and product compliance”, February 2, 2023
- Co-author, “LBRY decision spells warning for blockchain developers”, December 14, 2022
- Co-author, “What exactly are carbon tokens?”, August 3, 2022
- Co-author, “Food labelling in Canada: New Food Product Innovation initiative changes”, July 26, 2022
- Co-author, “New Mandatory Front-of-Package Nutrition Symbol for Certain Food Products in Canada”, July 13, 2022
- Co-author, “Consultation on new guidance for foods sold through e-commerce (open until July 8, 2022)”, June 1, 2022
- Co-author, “Preparing for the Metaverse: The next big thing”, January 13, 2022

### **Community roles**

- Board Member, The Centre for Addiction and Mental Health (CAMH) Research Ethics Board

### **Memberships & affiliations**

- Calgary Bar Association
- Canadian Bar Association
- Law Society of Alberta
- Law Society of Ontario
- Canadian Country Music Association