

# Bruce N. Geiger

## Partner

Edmonton, Calgary

### OFFICE

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## Industries & Expertise

### INDUSTRIES

Agribusiness & Food Production | Manufacturing  
| Real Estate | Technology | Intellectual Property

### EXPERTISE

Corporate Law | Intellectual Property | Mergers  
& Acquisitions | Startup, Emerging Companies  
and Venture Capital | Technology, IP and Privacy

## Biography

### BAR ADMISSION

Alberta, 1990

### EDUCATION

- LL.B., University of Alberta, 1989

### LANGUAGES SPOKEN

English

Bruce Geiger is a Partner and a Trade-mark Agent practicing in the Edmonton office of Miller Thomson since 1990. Bruce is a trusted advisor to businesses at all stages of development, including start-ups and scale-ups. He is particularly aligned with the needs of entrepreneurial clients, and has extensive experience with shareholder/loan capitalizations, shareholder and partnership agreements, employee/shareholder

compensation and equity plans, acquisitions, family transition/restructurings (both within estate plans, and during ownership or generational transitions), debt/equity financings, and sales/divestitures.

For many of his clients, serving as a trusted advisor includes oversight and guidance in relation to other legal and professional services. This role frequently entails working in close cooperation with the “home office” for mature private/family enterprises, and in an advisory board capacity for select clients. He has served as embedded counsel for a high growth technology company, and understands the need for clear communication, and timely, integrated legal solutions. Bruce enjoys dealing with people, and takes a keen interest in learning what makes their issues unique.

Bruce’s clients span a wide variety of sectors, including professional services, real estate development, franchising, technology, manufacturing, construction, oilfield services and distribution. He takes a pragmatic and solution based approach in working with other professionals to fully address the client’s goals, and draws upon his broad experience in order to provide a complete, multifaceted solution to best achieve those goals. He has extensive experience in corporate commercial law, mergers & acquisitions, real estate development and financial services, with a particular focus in cross border transactions, tax, IT/intellectual property and corporate commercial law.

## **Industry involvement**

### **Recognition**

- *Best Lawyers in Canada*, Corporate Law, 2015 – 2025; Technology Law, 2021 – 2023; Mergers & Acquisitions Law, 2020 – 2025; Franchise Law, 2025
- Registered Trade-Mark Agent

### **Thought leadership**

- Speaker, “Edmonton’s Disruptor, Unicorn or Castle in the Air Half Day Seminar,” Miller Thomson Business seminar, October 31, 2017
- Co-presenter, “What Investors Want in Due Diligence, Protecting and Financing Intellectual Property Assets,” 2016
- Speaker, “Banff Venture Forum Workshop,” Miller Thomson Edmonton Business seminar, June 8, 2016
- Speaker, “Banff Venture Forum Workshop,” Miller Thomson Calgary Business seminar, June 6, 2016
- Co-Author, “Federal Budget Review”, Insights, March 21, 2013
- Co-Author, “Federal Budget Review”, Insights, March 29, 2012

### **Community roles**

- Former lecturer and Sponsor, Entrepreneur Course (Legal Sections) for Newcomers, Action for Healthy Communities
- Former Director, Board of Directors, Snow Valley
- Advisor, You Can Ride 2
- Former Advisor, Edmonton Alpine Ski Racing Society
- Former Advisor, Edmonton Ski Club
- Former Member, Board of Directors, Children's Ability Fund
- Former Lecturer, Alberta Junior Achievement
- Former Lecturer, Alberta Legal Education Society

### **Memberships & affiliations**

- Member, Law Society of Alberta
- Member, Canadian Bar Association
- Member, Edmonton Bar Association
- Associate, International Trademark Association (INTA)
- Member, Licensing Executive Society
- Affiliate Member, Intellectual Property Institute of Canada
- Member, Society of Trust and Estate Practitioners (STEP), Edmonton Branch