



LAPOINTE ROSENSTEIN
MARCHAND MELANÇON
L.L.P. Attorneys

PRESS RELEASE
For immediate release

LRMM ANNOUNCES THE APPOINTMENT OF MARISSA CARNEVALE AS PARTNER

Montreal, December 10, 2019 – Lapointe Rosenstein Marchand Melançon is delighted to announce the promotion of Marissa Carnevale to partner.



Called to the Bar in 2012, Marissa has developed unparalleled expertise in commercial law, franchising, licensing and technology, mainly in the international context. She has in-depth knowledge of issues relating to production, franchising, retail, and technology.

Marissa specializes in matters pertaining to franchising, licensing, e-commerce, intellectual property, privacy, social media, promotional contests, product labelling, marketing and advertising, consumer protection, French language and other regulatory areas. She frequently advises foreign businesses with respect to their entry into the Canadian and Quebec markets.

Marissa is co-author of over 40 articles, including for the *International Law Office* and *Getting The Deal Through*, which are published as reference tools for legal advisors worldwide. She has also had numerous speaking engagements, both in Montreal and abroad, on various topics related to franchising and technology.

“Her expertise and in-depth knowledge in her fields of practice, her personal approach, her enthusiasm, and her commitment to our clients are valuable assets and make her a high calibre lawyer to serve our clients as well as a role model for the newest generation in the profession,” said M^{re} Bruno Floriani, partner and member of the firm’s Executive Committee.

About Lapointe Rosenstein Marchand Melançon

Lapointe Rosenstein Marchand Melançon is one of the largest independent law firms in Quebec, with nearly 90 professionals, and offers a complete range of legal services in business law, civil and commercial litigation as well as insurance law.

Through its association with TerraLex®, an international organization connecting attorneys in over 100 countries, the firm has access to a worldwide network of legal and commercial advisors in numerous fields of practice.

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For more information:

Mrs. Carole Viau
Director of Communications
Tel.: 514 925-6343
carole.viau@lrmm.com